

LIFE



LITTLE TYCOON

NOVEMBER 21, 1938

10 CENTS

Triplets

in the showroom BUT...



3 DIFFERENT GRADES OF PERFORMANCE ON THE ROAD

THE Joneses and the Browns and the Smiths may buy identical cars—same make, same model, same price. But what a difference in performance can result when they drive them! Here's why:

The farther you advance the spark of a modern car, up to the point of maximum efficiency, the more power you get from gasoline.

But the motor "knocks" or "pings" when the spark is set farther ahead than the "anti-knock" quality of the gasoline permits.

Judged by anti-knock quality, there are *three* grades of gasoline: "low grade," "regular" and gasoline containing "Ethyl."

That is why your car has a spark adjustment, variously called "distributor," "Octane Selector," etc., with settings for these three grades of gas.

And the performance of *your* car depends upon the grade of gas and spark setting, as shown below.

YOU HAVE THESE 3 CHOICES

Poor performance

with "low grade" gasoline

There is no anti-knock fluid (containing tetraethyl lead) in "low grade" gasoline. Power is lost because the spark must be retarded to prevent "knock" or "ping."



Good performance

with "regular" gasoline

Most regular gasoline has in it anti-knock fluid (containing tetraethyl lead.) The spark can be considerably advanced for more power without "knock" or "ping."



Best performance

with gasoline containing "ETHYL"

Gasoline "with ETHYL" is highest in all-round quality. It has *enough* anti-knock fluid (containing tetraethyl lead) so that the spark can be *fully* advanced for maximum power and economy without "knock" or "ping."



ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline

If you can't get home for Thanksgiving...



1. It will mean a lot to the folks back home to know you're thinking about them on Thanksgiving—even though you're miles away. And here's the world's grandest thing to do about it. Go to the florist in your neighborhood who shows the F.T.D. (Florists' Telegraph Delivery) emblem. And . . .



2. Tell this F. T. D. florist you want to send some flowers home *by wire*. Talk over the kind of flowers you want to send—give him the address—and he'll do the rest. He'll wire your order *at once* to an F.T.D. florist back home.



3. Bright and early Thanksgiving day—even though it's clear across the continent—the flowers will be delivered, just as you ordered them and with your message on the card. This organized system works like a charm. Thousands depend upon it to carry flowers to their loved ones.



4. And when the package is opened—what fresh and gorgeous flowers! They're bound to be lovely. For F.T.D. members are top-flight florists—pledged to give every telegraphed order extra-special attention. Your gift across the miles will surely be as beautiful as your thought.



5. Cost? Less than you think! See your F.T.D. florist today. He'll make helpful suggestions—big, lovely chrysanthemums, gay pompons, a vase or basket arrangement, or a corsage. Pick whatever suits your purse.

WIRE FLOWERS THROUGH F. T. D. MEMBER SHOPS

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION (INTERNATIONAL)

THE MARK OF THE
WORLD'S BEST FLORISTS



Look for this F. T. D. emblem—
before you buy. It's your guaran-
tee of complete satisfaction.
**SAY IT WITH FLOWERS
—BY WIRE**

This One



5YAN-W8J-RX62

LIFE on the Jones Dairy Farm

NOV. 24:



JONES DAIRY FARM, Mary P. Jones, President, Ft. Atkinson, Wis.

LETTERS TO THE EDITORS

Dream Wedding

Sirs:

My sincere thanks for the lovely layout on *Sweethearts* in your issue of Oct. 24, and deep appreciation for the many generous comments in the captions.

Since LIFE is so accurate in its statements and since I have been told that its editors welcome corrections whenever, inadvertently, an inaccuracy of statement appears, I am writing to correct the completely exaggerated statement in regard to the cost of my wedding. Oh, I know that amount has been printed before, but LIFE wants facts and I want to clear up some of the statements that have haunted me in regard to the most sacred event of my life.

My wedding cost, including the reception and trousseau (and it was a nice trousseau, if I do say it as I shouldn't), was less than \$5,000.

Despite reports to the contrary, it was really a simple wedding. All my life I had dreamed of the kind of wedding I wanted, and that was the kind of wedding we had.

The decoration of the church was beautiful. (Why not? I'd had years to plan it.) We used my favorite rose, the Johanna Hill, in great profusion. And we were proud and pleased that it was our good friend Nelson Eddy who sang.

True, there was a large crowd outside the church (I believe the police reported the crowd as numbering 18,000) and both Gene and I were touched by the reception they gave us as we went to our car.

But the wedding itself was not spectacular, did not have a "musical comedy setting," did not cost \$25,000. I simply cannot imagine how anyone could spend \$25,000 on a wedding without thoughtless extravagance and I cannot abide such extravagance—I am, you must remember, a MacDonald!

JEANETTE MACDONALD

Los Angeles, Calif.

Good for a Guy

Sirs:

Art is still caviar to the general public but since caviar can now be bought in grocery stores it has been discovered to be nothing to fear and actually good for a guy.

Perhaps when LIFE tells us it closes its magnificent series of the history of painting through American collections, it does not mean it will reproduce no more works of art.

This doubtless expensive process has been the foundation of many a collection, including us to be Andrew Mellon or Chester Dale on \$30 a week.

JESSE MARSH

Long Beach, Calif.

Sirs:

Your article "American Art Comes of Age," issue of Oct. 31, is to my mind one of the finest printed. I am very happy to note the absence of foolish remarks and reproductions of vulgar paintings which so many editors think is necessary to catch a certain public.

CARMINE DALESIO,
Manager

Habeck Gallery
New York, N. Y.

Sirs:

I hope you will soon begin a new series either on architecture, sculpture or some other phase of art.

RHENA M. MILLS

North Adams, Mass.

Sirs:

I would like to see LIFE publish reproductions, thorough explanations, and justification from the standpoint of the artist of the schools of Cubism, Expressionism, Dadaism, and Surrealism.

KENNETH D. BROWN,
Art Instructor

Kenosha Senior High School
Kenosha, Wis.

Sirs:

As a suggestion—why not run some sections on industrial art?

DOROTHY DOENNECKE,
Art Instructor

Davenport High School
Davenport, Iowa

Sirs:

How about a new series of living artists—Sloan, Brook, Kantor, Gross, Doris Lee, Georgia O'Keefe, Wood, Curry, Burchfield, Benton, etc.?

I. F. MUELLER,
Art Department

Thomas Jefferson High School
Council Bluffs, Iowa

● LIFE's art program will continue in full force. LIFE is grateful to the scores of readers who have sent in suggestions and will shortly announce plans for next year.—ED.

Manager's Agony

Sirs:

The picture captioned "Anguished Jismay" (LIFE, Oct. 31) happens to be not Coach Bill Shuttleworth but myself, the



JOE E. HERKNESS

manager of the team. Coach Shuttleworth is sitting just to the right of the agony with his hand on his chin.

JOE E. HERKNESS

Rydal, Pa.
P.S. Please forward the picture to Paramount Studios, Hollywood.

Fish, Tush, Balderdash

Sirs:

In your Letters column (LIFE, Nov. 7) Mr. Henry Grady MacLean raises his eyebrows at Omaha "Society." Says Mr. MacLean: "I don't quite understand a Society which has as its 'King for a Night' a merchant who used to sell newspapers. In the South (of which I am a native) family background is the only entree into the real social circles." He goes on about "innate refinement... an ability to converse about really good books, sprinkled with a flavor of smart repartee... that certain *savoir-faire* which distinguishes those 'to the manner born'."

To Mr. MacLean, Honored Member of one of the First Families of the South (and don't forget the Capitals), I say Fish! Tush! and Balderdash!

My father served for 15 years as Secretary of the Knights of Ak-Sar-Ben, an organization that has no equal in point

(continued on page 4)

"He's had it trimmed that way ever since he got an Arrow Tie"

You'll be tickled with Arrow Ties, too. The special lining curbs wrinkles. The fabrics feel, look, and are the kind you find in expensive ties. Get some at your Arrow dealer's, to-morrow—see how great they make you look. Only **\$1.00** others at \$1.50

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As Outstanding as Arrow Shirts



A. Princess line dress of Beaver-crest crepe* indicates the importance of shirring at the waist. \$27.00

B. Pepper salt tweed finds a Ballet Ruse fullness brightened by patent leather. Also in STRONG-BEWEY monotone. \$29.95

Coats and suits designed by Ezra Gaynes.

Herald of Fashion



C. New monastic fullness in black Beaver-crest crepe.* \$29.95



D. Stripes in soft pastel STRONG-BEWEY tweeds with monotone skirt. \$49.95



E. Briskly millenary reefer, STRONG-BEWEY tweed. \$39.95



F. Black Beaver-crest crepe* cardigan jacket dress, Venice lace trim. \$25.00



G. A hundred ways to wear this beautifully sheer wool dress, Florentine leather belt. \$29.95



H. Roxy plaid coat over monotone STRONG-BEWEY wool gives zest to a three piece suit. \$49.95



*Beaver-crest rayon crepe woven with Calamint yarn.

Coats and suits rayon lined with DUCHESSE and EARL-GLO.

**Reg. U.S. Pat. Off.

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LETTERS TO THE EDITORS (continued)

of service to Omaha and the Middlewest, and I am thankful that the Omaha "Society" consists, not of those narrow-minded, arrogant, and ambiguous non-entities whose position in life has been thrust upon them—as a cape—but to the sons, and sons of sons, of American Pioneers who, with nothing but grit and strength of character as staves, have climbed to their present rank in the register of American Society.

CHARLES R. GARDNER

Omaha, Neb.

Sirs:

My opinion of Society, if Mr. MacLean is a fair sample, has descended to absolute zero!

ANN D. MONTGOMERY

Dexter, Mo.

Sirs:

Maybe Lord Byron knew some of the MacLeans before he wrote: "Society is now one polished horde, formed of two mighty tribes, the bores and bored."

H. BRUCE CLAPLIN

Upland, Calif.

Sirs:

We of the majority, Mr. MacLean, cannot help feeling that Omaha is on the right track in giving credit where that credit is due—to persons who amass fortunes (be they former newsboys or otherwise) rather than to their descendants.

In America, Mr. MacLean, the object is to make your descendants as proud of you as you are of your ancestors.

JANE ANNE ROBINSON

Chicago, Ill.

Credit for Mary Lincoln

Sirs:

In the issue of LIFE of Oct. 31, Robert Sherwood's *Abe Lincoln* is reviewed. In that review is Herndon's untrue scathing criticism of Mary Todd. Herndon hated her because she refused to dance with him. Let us be fair and give Mary Lincoln credit for what she did. She recognized in Lincoln qualities he did not know he possessed. What Herndon called her "nagging" was an urge to bring to life these qualities.

Mary Todd gave Lincoln to the world. He had no ambition, was content to plod along in his law office and swap yarns in the grocery store on the corner. Without her America would have had no Christlike War President, no Abraham Lincoln for politicians to quote today and no Gettysburg Address.

FRANCES TODD EVELETH

Cleveland, Ohio

Bag-Toting Doctors

Sirs:

The American Medical Association has not, as you state in LIFE, Nov. 7, become increasingly bitter at the New Deal. The A.M.A. did not "come out fiercely" against the proposal of the "Government-Sponsored National Health Conference."

The Medical Society of New Jersey, of which I have the fortune to be one representative in the House of Delegates of the A.M.A., has long fought for modernization of the philosophy of the A.M.A. The physicians of New Jersey (and many other States) rejoiced at the liberalization of the A.M.A. philosophy at the special meeting of the House of Delegates at Chicago in September. That meeting agreed with all the broad general principles of the National Health Conference, questioned the need of some of the suggested expenditures, suggested the use of funds only in proven need where localities were unable to meet that need, and offered the co-operation of organized medicine through a committee of seven practicing physicians.

You have been listening to the wrong spokesman! Talk to the 100,000 "bag-

toting" Doctors of Medicine in the U. S. They believe the distribution of medical care and the cost thereof should be modernized by the joint effort of all unselfish qualified interests that are involved. They oppose the politicalization—not the socialization of Medicine.

The Committee of Seven can give you the real picture!

HILTON S. REED, M.D.

Atlantic City, N. J.

● Dr. Reed speaks for the reform element in the A.M.A. Many observers suspect that he speaks also for the majority of doctors. If such is the case, however, most of the doctors have been too busy with their own affairs to make their influence felt on national medical policy. The conservative opinions of Dr. Morris Fishbein, spokesman for the inner circle of the A.M.A., are accepted by the public as those of the nation's doctors. The House of Delegates of the A.M.A. did accept part of the National Health Program but rejected health insurance, which is the heart of the problem.—ED.

Bases & Debts

Sirs:

You refer in LIFE, Oct. 31 to Major Elliot's suggestion that our Caribbean defenses would be greatly strengthened by possession of a base on British-owned Trinidad or Barbados.

Barbados could never be made into a modern, well-defended base. It has no protected harbor and the water is not sufficiently deep for large ships to dock and, all in all, it would be very inadvisable to consider it as a possible base. Besides, the Barbadians pride themselves on being "Little England" so we'd have our hands full if we ever took over the island.

BROCKHOLST LIVINGSTON

New York, N. Y.

● Major George Fielding Eliot says that although the only natural harbor in Barbados, that of Carlisle, may be shallow and unprotected, its strategic position makes it valuable as an advance base for light vessels. Admittedly, Trinidad would be better.—ED.

Sirs:

Re your comment: "On the subject of America's obtaining these foreign possessions, Major Eliot suggests that the War Debt question is still unsettled."

What the Major says is only too true. If a business concern had money owed it as the United States has, the procedure would be to get the money or by law to take what the debtor had as payment to cover the amount owed. Why doesn't the United States take a businesslike stand and make its settlement? Either money plus the interest due or give us that which you have that we can use.

JOHN A. WORTHINGTON

Taunton, Mass.

Tough Bird

Sirs:

From your vivid account and picturing of Atatürk (LIFE, Oct. 31), is there another to "talk turkey" to Europe's old buzzards as effectively as he? So gay and tough a bird should be spared for at least a few more gobbles. Here's hoping he isn't through. Rough to quit now when the gobbling's, I should say, more than good.

J. F. EMANUEL

Ottisville, N. Y.

● President Kamal Atatürk, creator of modern Turkey, died at Istanbul on Nov. 10.—ED.

"TO SHAVE FAST, WITH COMFORT,

DO AS BARBERS DO...USE COLGATE LATHER"



Signed

Jack Schickling
Head Barber
Hotel St. Regis, New York City

BARBERS DON'T USE BRUSHLESS SHAVE CREAMS. 2 OUT OF 3 BARBERS USE COLGATE LATHER... THE FAST, FRIENDLY SHAVE!

1. QUICKER

because you don't have to prepare your beard before using Colgate Rapid-Shave Cream.

2. SMOOTHER

because its rich, small-bubble lather melts the beard soft at the base, so your razor cuts clean.

3. CHEAPER

because you use less than brushless creams of the same size and price class. There's no waste with Colgate Rapid-Shave Cream.

Barbers know from long experience that lather gives a smoother, easier shave than brushless creams, because it wilts whiskers softer and faster. And 2 out of 3 barbers use Colgate lather. So change to Colgate Rapid-Shave Cream. It whisks up into rich moist creamy lather... loosens the film of oil on each hair of your beard... soaks it soft and limp, easy to cut off smooth and clean. You can get 200 clean, friendly shaves in every 40c tube. Brushless creams cost far more per shave! Buy Colgate Rapid-Shave Cream today. 25c and 40c.

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RAPID-SHAVE CREAM



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OF THE YEAR
TO BUY TIRES

Protect yourself and your car this winter with

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1 A TREAD with thousands of "SAW-TOOTH" claws that dig into the pavement when you say STOP!

When you apply the brakes this remarkable tire grabs the road and doesn't loosen its grip until you're stopped! Its "Saw-tooth" Tread is just as sharp at the bottom of the ribs as it is at the top. That means you stop as quickly after 10-20 months of service as when the tire is new. That's REAL safety!

Whether your car is new or old, you need the safety and security this amazing, new Seiberling development can give you.

Four Additional Advantages Possessed by No Other Tire!

"Heat-proofed" Body—This is the first passenger car tire ever built of the newly-developed "Saf-flex" cord,—enables the tire to absorb terrific punishment and withstand the heat of high speed flexing—tire is as tough inside as outside!

Affinite Tread Compound—As different from ordinary tread compounds as solid mahogany is from soft pine. Produces extremely dense tread rubber—makes tire wear like iron.

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Streamlined beauty—Styled by a modern designer to be the "smartest-looking" tire that ever dressed up a car.



2 PATENTED VENTS pump out heat at blowout danger zone.

In Winter, as well as Summer, tires generate internal heat when traveling at high speeds or under-inflated. This internal heat is the cause of most blowouts.

Seiberling's new Safety-Tire gets rid of this dangerous heat through rows of patented "Heat-Vents" that go down through the shoulder to the vitals of the tire. These vents pump out this blow-out heat as the tire rolls along the road.

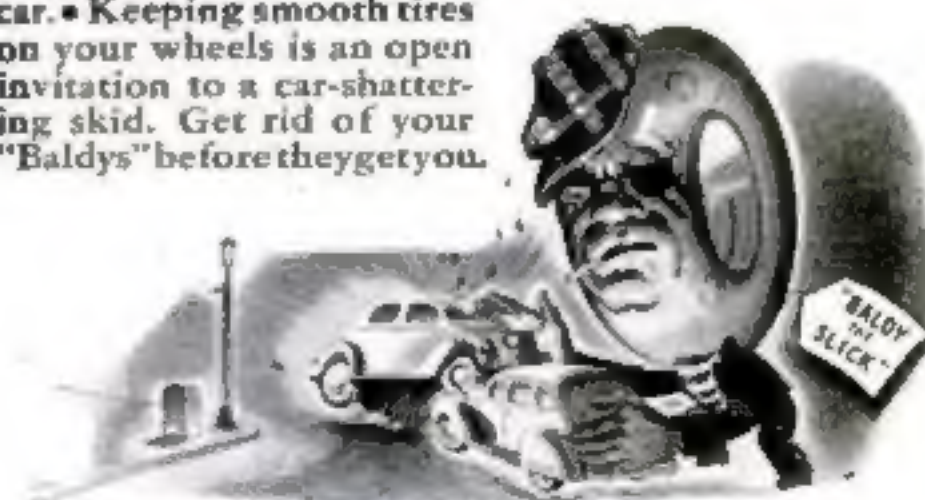
No other tire in the world has this remarkable safety feature.



WARNING TO ALL MOTORISTS!

Look Out for this Criminal!

Twice as dangerous in slippery weather, this vicious vandal is just waiting for an opportunity to demolish your fenders or wreck your car. • Keeping smooth tires on your wheels is an open invitation to a car-shattering skid. Get rid of your "Baldys" before they get you.



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Your Seiberling dealer is offering liberal trade-in allowances NOW. See him and save.

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Seiberling Rubber Company of Canada, Ltd., Toronto, Canada

TIRES MOUNTED IN THE FALL AND WINTER LAST LONGER • NOW IS THE SMART TIME TO BUY YOUR TIRES!

Life—you can't escape it!

YOU are living in a time packed with vital happenings.

From all over the world comes news of vibrant, often disturbing, significance—news that creates broad issues on which great masses of people cannot agree.

This is the life of today—you can't escape it.

And LIFE, the magazine, is edited to an honest facing of this reality. LIFE accepts its obligation to show its readers vigorously and fairly the tremendous happenings of our times—the news of war, of embattled political forces and of conflicting social factions.

LIFE presents these subjects in a new and interesting way that, for the first time in magazine history, makes millions read and absorb. For LIFE has created a new form of journalism... journalism that fuses pictures and text to present the problems and issues of the world with new candor and clarity.

The American people have shown how eager they are for this type of magazine by making LIFE the most outstanding success in all the history of publishing—by paying out more money for LIFE each week than has ever been paid for any magazine—by buying and subscribing to over 2,200,000 copies weekly. Thus they have tangibly applauded the way LIFE presents the facts on even the most disturbing of subjects.



POLITICS FROM LIFE

Politics—Something was really happening in American politics this last summer and fall. Over against the awful din of European war-scare, the American people were exercising their right to change their political mind. The evidence was "New Faces" in the political scene. The final result was such a resurgence of the Republican party as no political prophet dared to forecast. LIFE caught the feel of this story before the leaves began to fall. With pictures taken in all the great states of the Union, and with authoritative words, LIFE introduced to its millions of readers the new faces who have now become new political leaders throughout the land.

Labor—Labor is a vital, far-reaching problem, not

only to the Front Office but within the ranks of Labor itself. LIFE has extensively reported on Labor, has shown what is happening and why. And with actual pictures and truthful text LIFE's reporting



FROM LIFE'S LABOR NEWS

makes obvious those specific problems that are harassing both Capital and Labor.



FROM LIFE'S ESSAY ON RELIEF

Relief—LIFE has let the taxpayers see just how their own pocketbooks are hit by America's \$2,900,000,000 Federal Relief Bill this year; let them see how a great deal of this money has been used to make life endurable for the unemployed—and how some of it has been used for political gain.

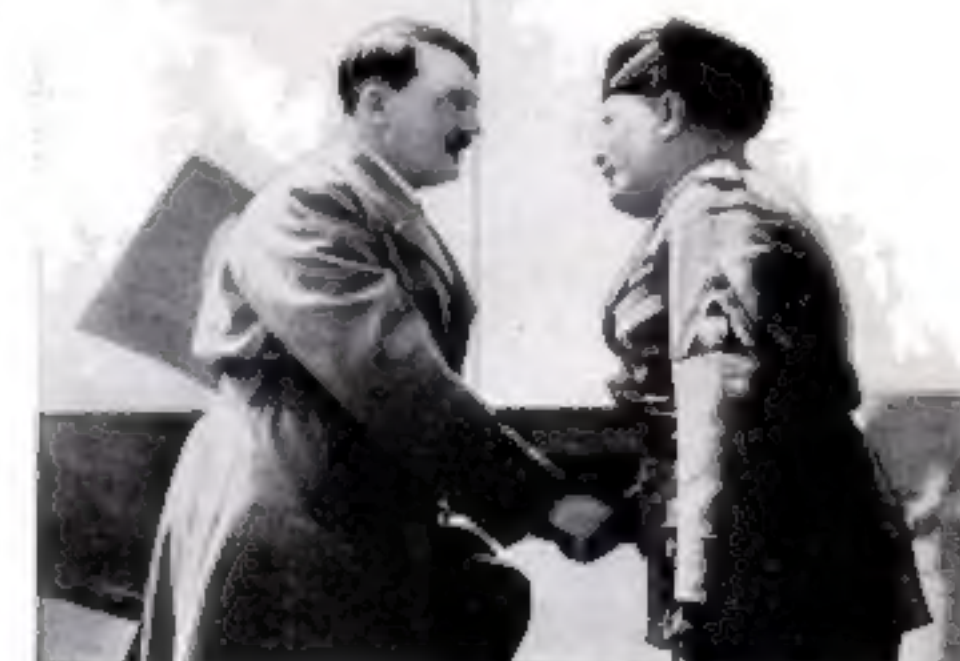


FROM LIFE'S "WHAT YOU THINK OF ROOSEVELT"

Roosevelt—To one man President Roosevelt is a saint—to another, a devil. But to a greater degree



than any previous U. S. President, his every move is of interest and importance to America's millions. LIFE shows him to you as he is, tells what the country actually thinks of him, tells wherein lie his strength and his weakness, gives you accurate information on what part of his program the majority of the electorate will continue to support and what part it won't.



EUROPEAN NEWS FROM LIFE

Europe—But it is from Europe that comes the most important news of our time—Europe, where conflicting political ideologies rock the entire world.



It is of tremendous importance to American democracy to understand thoroughly what is going on overseas. *LIFE* has conscientiously undertaken the task of showing and telling its readers—of helping America understand the whole confusing business. Toward such an understanding, *LIFE* has given a notable succession of illuminating and searching picture-word essays on European countries and peoples and rulers.

destroyed or being destroyed—though we fully know that realistic war pictures shock and outrage thousands of readers. But the dead of war have indeed died in vain if live men refuse to look at them.

• • •

Thus, *LIFE* keeps its readers informed, not deluded, about the world they live in. Thus, through

its new kind of pictorial journalism, *LIFE* promotes a sane, *factual* understanding of our time, people, and problems. Having learned this about *LIFE*, millions read it with confidence and enjoyment each week.

It is not strange, therefore, that *LIFE*, America's newest editorial force, has already established itself as America's *most potent editorial force!*



FROM *LIFE*'S WAR COVERAGE

War—Most violent of all news is war. And *LIFE* shows war as it really is!

The whole purpose of war is *destruction*. *LIFE* shows it thus—shows pictures of things and persons



SPEAKING OF PICTURES . . .

...THIS IS WHAT GERMANS SEE OF LIFE IN AMERICA



NAZI LENI RIEFENSTAHL

In its photographic essay this week (see p. 50), LIFE shows pictures of general nonsense in the southern part of California. They are published as indicative of one trend in one State of the U. S. If LIFE published nothing but nonsense photographs of all 48 States every week, and never showed schools, art, industry, people of importance and all the great and small things of a busy nation, its picture of American life would be approximately that actually presented by the press of Germany. On these pages LIFE presents a few recent samples from German newspapers and magazines. They represent the overwhelming majority of all the pictures that the average German citizen ever gets to see of the U. S. Year in and year out, Americans are presented to the

German people by their Nazi overlords as a nation of disorderly, vulgar, soulless, mercenary (or poverty-stricken), immoral, brutal clowns. So effective is this kind of propaganda that when Hitler's friend Leni Riefenstahl (above) arrived in New York City, Nov. 4, she exclaimed, "Such a quiet city. So well-regulated. The people are so cheerful, so kindly. It is so different from what I had read." To a public conditioned by such pictures as these, the German press, enraged by Roosevelt and Hull speeches and a mysterious explosion in a German ship on the Pacific Coast, last week rose to a new tirade against the U. S. "A third-rate democracy," was the most amazing Nazi epithet. "Lying Yankees . . . country of gangsters," were others.

Few days later German hoodlums destroyed Jewish synagogues and stores, man-handling aged & infant Jews in the worst display of mob law in modern memory.



The gag of taking Cynthia the Mannequin out to parties (LIFE, Dec. 13) seemed to the Berlin *Illustrirte Zeitung* the perfect example of the hollow and zany social life of the American people. German caption says: "Most mysterious woman of Broadway is—a puppet."



Page 8

Immodesty is a German charge against Americans. The Berlin *Illustrirte Zeitung*, printing this underwear publicity picture, called it America's "wedding dress of the future," added "But Americans who are very sentimental about romantic things, vetoed this all-too-transparent buy."



Whipping in Baltimore, Md., of a wife-beater is used with explanation, "There is still corporal punishment in the United States and a few other countries." (Maryland and Delaware are only States that allow whipping. Picture shows the one time the law has been invoked in seven years.)



Labor troubles are ridiculous, say the Nazis who have suppressed Germany's great pre-Nazi trade unions. This picture shows a St. Louis union picket whom his boss tried to shame by hiring a Negress to march up & down beside him. Says the German caption: "The picket did not let this stop him."



Undignified justice is the point of this scene from the Los Angeles courtroom where Paul Wright's attorney suddenly falls over backward to show the juryman how his client's victim had fallen dead. Nazis tell Germans the U. S. is a "nation of gangsters."



Jitterbugs are ideal subject matter for the Nazi satirists. The German caption says: "In American dance contests, wild contortions are a standard part of the program. In such a contest in Los Angeles, one of the woman dancers marched on all fours and tried in this way to influence the judges."



"And even the women: Just like the men," says Cologne *Illustrierte Zeitung*, "they put on a great show of being brutal. When they begin to get tough, the galleries yowl." These are girl wrestlers in Tennessee. Nazis have recently complained of U. S. girl rifle teams.

HE'LL MAKE IT

Even when you have time to spare, you'll like the speed of the TALON trouser fastener. It's easy, convenient—more sensible in every way than having five fastenings on your pants.

LETS YOU FORGET

You never have to worry about your appearance—never have to “check up” on your trousers—when you have the TALON slide fastener. It can't gap—doesn't come open by accident.



“Say—give me the **Low-Down** on these **Pants!**”

*Glad you asked, Mr. W. E. M.... It's important to every one of the millions of men who now prefer the ease, security, neatness of the **TALON** slide fastener.*



PEOPLE NOTICE the offensive gaps and bulges often caused by the old-fashioned fly!



WHY NOT BE WELL-GROOMED with the seam-like closing of the TALON fastener?

“GENTLEMEN,” writes W. E. M., “it sure is a relief to get away from pants with five fastenings. But tell me: will every TALON slide fastener work as perfectly as this one?”

No question about it, Mr. W. E. M. For the TALON fastener for trousers is a special kind of slide fastener.

It's small, flat—makes the fly as neat as a seam. Yet pressing, dry cleaning or washing do not damage it.

It's as flexible as fabric. Yet it will outwear your suit—no matter how often you wear it or how long you have it.

It does not slip open by accident. And it never jams!

In other words, the TALON trouser fastener is perfected expressly for trouser-use.

Introduced in expensive, custom-tailored clothes—it is now worn by millions of men in suits and slacks of all prices.

TALON, Inc., MEADVILLE, PENNSYLVANIA

WHY WIVES VOTE FOR IT

There are no fastenings to break off your trousers—none ever have to be sewn on again—when you have the TALON slide fastener. The TALON fastener is permanent.



Look for the name **TALON** on the pull-tab—the trouser fastener that **ALWAYS WORKS**

TALON TROUSER FASTENER ★ **MADE BY TALON, INC.** **ORIGINATORS OF THE SLIDE FASTENER**

REG. U. S. PAT. OFF.

SPEAKING OF PICTURES

(continued)



Continuous civil war in the U.S. is suggested by this photograph of the quarrel in 1931 between the Governors of Texas and Oklahoma. The article points out that the U. S. is not a nation but a chaos of little states all with different laws.



An "American Way" signboard with headline like this one taken during Mississippi floods (LIFE, Feb. 15, 1937) was republished by Propaganda Minister Goebbels' own *Der Angriff* on Nov. 5, with retort, "Thank God, we have a better way."

Hit a COLD two ways with Sal Hepatica



PASSENGER: I must be jinxed! Just as I leave for Frisco on the biggest deal of the year, I begin sneezing and sneezing. If I don't get after this cold fast, somebody else will get a sweet sales order.

STEWARDESS: Then I'll mix you some Sal Hepatica at once.



PASSENGER: Is Sal Hepatica something special?

STEWARDESS: Very! As a laxative, Sal Hepatica is not only gentle but speedy. And speed is important in fighting a cold. And this sparkling mineral salt laxative also helps Nature counteract acidity, building up your alkaline reserve. Every American Airlines Flagship carries it.



NEXT MONDAY

PASSENGER: Well, thanks to you, I dodged that cold, put the deal over, and had time to dash into a candy store for this.

STEWARDESS: Why, that's lovely of you! But don't thank me—thank Sal Hepatica! It's the first thought of millions when they feel a cold coming.



GET A BOTTLE AT YOUR DRUGGIST'S TODAY
TUNE IN! Fred Allen in "TOWN HALL TONIGHT"—Wednesdays at 9 P.M., E. S. T.

SOCIAL TIP:

Sparkle should never leave the glass before the drink!



To be certain of serving drinks that stay lively and taste grand from first sip to last drop...mix them with Sparkling Canada Dry Water.

Canada Dry Water keeps its zest and sparkle *lively*. For this knowing hosts...and guests...thank Canada Dry's own process, PIN-POINT CARBONATION.

PIN-POINT CARBONATION means millions of smaller bubbles for longer life...a "Champagne" Sparkle which tests prove will last for 24 hours after Canada Dry Water has been opened!

That's why it is served in leading hotels, clubs and restaurants...and why this lively, lively mixer deserves a place in your home!



PINNED DOWN...
the secret of better-tasting drinks:
PIN-POINT CARBONATION!

You Are Invited to Enjoy Better-Tasting Drinks Where You See This Emblem in Leading Hotels, Clubs and Restaurants.

Sparkling

CANADA DRY WATER


LISTEN TO "INFORMATION, PLEASE!"

The new Canada Dry radio hit.
See your local paper for station and time.

Prefer Ginger Ale for your tall drinks? Use Canada Dry, "The Champagne of Ginger Ales."

LIFE'S PICTURES



Like many German-born photographers working in America, Eric Schaal, who took the football-broadcast pictures on pp. 28 to 30, did not start taking pictures professionally until he left the Nazi land. When he first came to America, he worked in a New York wholesale textile house. He still does not know much about American sports, possessing his football knowledge with only the remotest idea about what had happened in the game. Other Schaal stories: the history of the musical comedy *Leave It To Me* (LIFE, Nov. 7) and the pictures of Sinclair Lewis as an actor (LIFE, Aug. 8).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER - PAUL DORRST
4 A P ACME-EISENSTADT-PIX INT
8 ACME INT - ACME M. DRA. W. HE
11 A P MARGARET BOHRE-WHITE
12 PIX
15 INT (2) W. W. A P. M. W. W. JOURNAL
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16 EISENSTADT-PIX CHAS. L. PHILIPS COAR-
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CHARLES PHILIPS COAR. 2 A P. CARL
M. MYDANS ACME INT A P. CHARLES
PHILIPS LINDING A P. CARL M. MYDANS
W. W. DETROIT NEWS PHOTO BY NACEL
17 A P. W. W. L. HART A. M. JAC. WAL-
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18 GEORGE STONE KEY - A P. (2)
19 W. W. ACME CARL M. MYDANS ACME-
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20 21-THOS. B. MCAVOY
22 THOS. B. MCAVOY 23-24 H. A. P.
25 W. W. CO. top photo INT and drawing by
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26 W. W. CO. from P. 1 INTERPHOTO-A P.
27-28 H. A. E. from P. 1 HUGH AN-
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Vol. 5, No. 21

LIFE

NEW U. S. PAT. OFF.

November 21, 1938

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LIFE'S COVER: Busily photographing Japan at war, LIFE's Photographer Paul Dorsey discovered on a Tokyo street the stanch little Japanese boy-with-a-gun on the cover. (A tycoon is an oldtime Japanese war lord.) That day Tokyo was full of processions of departing soldiers and friends and this was the best picture of the Japanese who stayed at home. In war or peace Japanese boys prefer to play soldiers. Naturally this one thinks it would be the finest thing in the world to be with the Japanese armies in China. To that end he has a gun.

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When Smile Meets Smile

Be sure the dentifrice you use brings quick, complete refreshment to mouth, gums and teeth



Fight Acid when you brush your teeth!

HOW MUCH can be added to the brilliance of your smile when your mouth feels refreshed ... vigorously awake! But to enjoy this delightful feeling of quick refreshment often requires more than ordinary care of teeth and gums. This is why—

During every meal, minute food particles lodge in many tiny crevices in and between the teeth. Here they may ferment and form the acids that attack enamel, and are a factor in tooth decay.

Also, it is obvious that such fermentation may give rise to unpleasant taste and breath.

That is why you should fight acid when you brush your teeth—and why Squibb Dental Cream is made with a safe, scientific antacid that can penetrate into tiny crev-

ices and neutralize the acids of decay wherever it comes in contact with them.

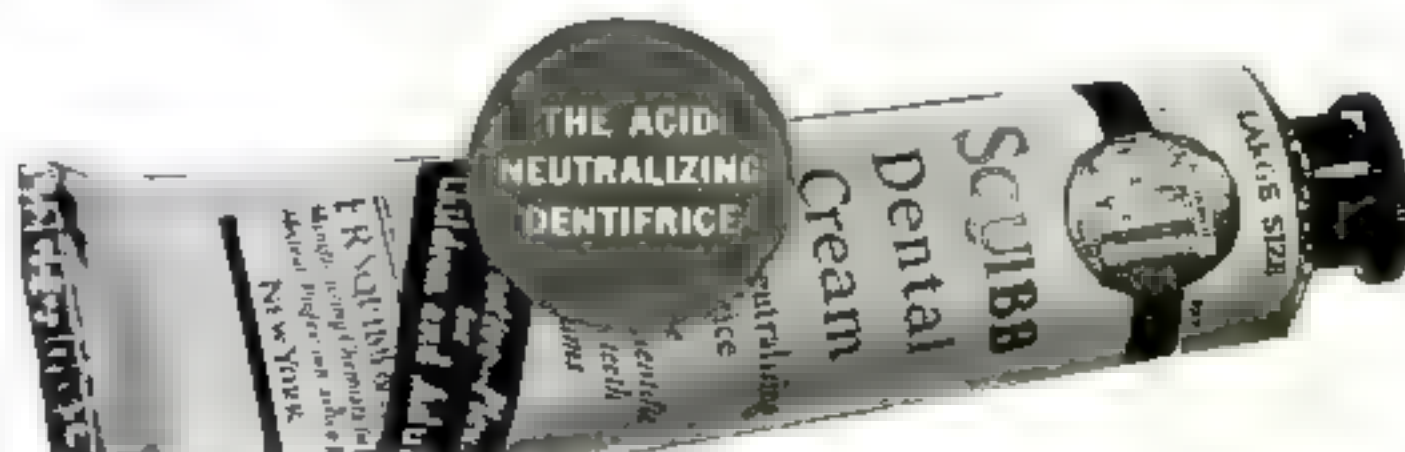
Try this different dentifrice—a scientific product of the Squibb laboratories. Use it regularly, at least twice a day. It costs no more than many other dentifrices ... and think what added assurance it gives.

Get the large economical tube from your druggist today. And don't forget that, by the use of Squibb Dental Cream and adequate professional care, most tooth decay can be prevented.



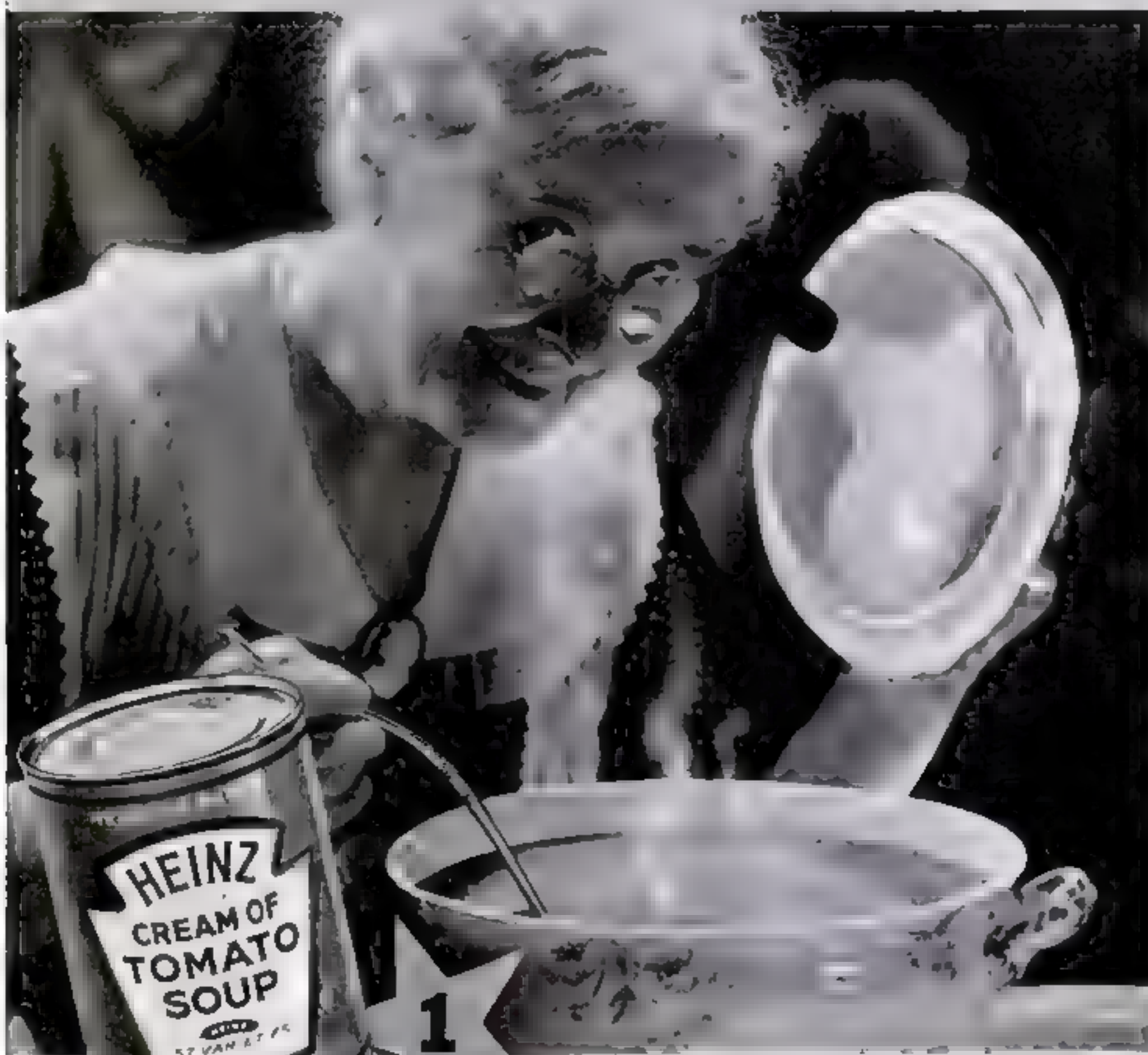
FOR THOSE WHO PREFER POWDER. Squibb Tooth Powder contains the same essential ingredients as Squibb Dental Cream.

SQUIBB Dental Cream



The Priceless Ingredient of Every Product is the Honor and Integrity of Its Maker

FOR A **5** STAR THANKSGIVING FEAST



22 DELECTABLE KINDS

Cream of Oyster • Cream of Celery • Cream of Tomato • Cream of Spinach • Cream of Green Peas • Cream of Asparagus • Cream of Mushroom • Pepper Pot • Bean Soup with Ham • Onion Soup • Corn Chouder • Vegetable Soup • Clam Chouder • Vegetable Beef Broth • Vegetarian Vegetable • Consommé • Scotch Broth • Mock Turtle • Genuine Turtle Soup • Chicken Gumbo (Creole) • Chicken with Rice • Chicken Noodle Soup

Crimson lure—With appetites warmed by delicious, fragrant Heinz Cream of Tomato Soup, grandmother knows Thanksgiving dinner will be eaten to the last morsel—and every dish merrily acclaimed a masterpiece! This creamy soup is made the real home way. Heinz skillful chefs prepare a rich purée of Heinz "aristocrat" tomatoes—grown from pedigreed seedlings. Thus they blend in small batches with rich cream and season with rare spices. Just as it comes from the tin, Heinz Cream of Tomato Soup is all ready to heat—serve—and win applause!



Worth "saving space" for, every youngster will agree, is spicy pie made with delicious Heinz Mince Meat! It comes in convenient-sized jars or tins all ready for your tender, flaky crust!



Salad expert must be past master of dressings, too. With Heinz Vinegar, your simplest dressings have zest! Heinz makes four aged-in-wood kinds: Cider, Malt, White, Tarragon.



Good to look at—latter tins—Heinz Jellies are made from the juices of choice fruits. Three delicious—Cran Apple, Currant, Grape! Each tastes homemade.



Triumphal entry in a blaze of glory—Heinz Thanksgiving Pudding! Three old-fashioned kinds: Date, Fig, and Plum.



He didn't come over in the Mayflower—but Heinz "aristocrat" tomato boasts the vegetable kingdom's proudest pedigree. Descended from generations of prize seedlings, he flavors seven Heinz products—including Heinz Cream of Tomato Soup, Heinz Tomato Juice and Heinz Tomato Ketchup.

Boom to busy cooks in the holiday rush is the aid of Heinz 57 Varieties. Enjoy your feast, unwearied, by serving these fully-prepared foods. They'll add a filip to the fare. Your grocer has Heinz products—the greatest galaxy of good things that ever delighted Thanksgiving appetites!



OHIO'S SENATOR-ELECT TAFT



MASSACHUSETTS' GOVERNOR-ELECT SALTONSTALL FARMS FOR A HOBBY



PENNSYLVANIA'S JAMES & DAUGHTER



YOUNGEST BIG-TIME WINNER IS MINNESOTA'S GOVERNOR-ELECT STASSEN, 31



BUSINESS FRIENDS CHEER GOVERNOR-ELECT HEIL OF WISCONSIN

ELECTION RESULTS CHALLENGE BUSINESSMEN AND REPUBLICANS TO GO FORWARD

THE REPUBLICANS SING WITH NEW ZIP AND ZING. That was the headline on the front page of the Oct. 17 issue when LIFE, reporting the prospect of Republican resurgence, began showing its readers some of the G.O.P.'s crop of new faces. Above are post-election "human interest" pictures of five of the faces which it showed: Taft, the President's son; Saltonstall, the Boston blueblood, James, the ex-breaker boy; Stassen, the 31-year-old farmer's son; "Julius the Just" Heil, self-made millionaire manufacturer. All of them won on Nov. 8.

All told, the resurgent G.O.P. this year elected 18 Governors (a gain of eleven); eleven U. S. Senators (a gain of eight seats); 169 U. S. Representa-

tives (a gain of 81 seats). Thus emerges Result No. 1 of the 1938 elections: though Democrats remain top dogs, the Republican Party is restored to major status, and with it is restored the traditional two-party balance of American politics and government. The G.O.P. is strong enough now to function as an effective opposition in Congress. With its roots once more widely sunk in the nourishing political soil of State capitols (*see next pages*), it is bound to grow stronger.

The first effect of the election was to send the New York stockmarket boiling up next day. Stocks gained an average 3.17 points in the biggest trading day since the October, 1937, crash which heralded the beginning of Depression II. That depression,

with the public tendency to put at least part of the blame for it on the New Deal's attitude toward business, unquestionably contributed to the G.O.P. comeback. This autumn—too late and too gradually to do Democrats much good at the polls—business has been getting better, notably in automobiles, steel, copper, aircraft, residential building. It is now up to businessmen to prove that they meant what they have long been saying: that if their fears for the legislative future were quieted, Business would surge upward.

It is up to the newly-elected Republicans to prove that a statesman can be business-minded and socially progressive, too. Most of them promised in their campaigns to be both. Now comes performance.

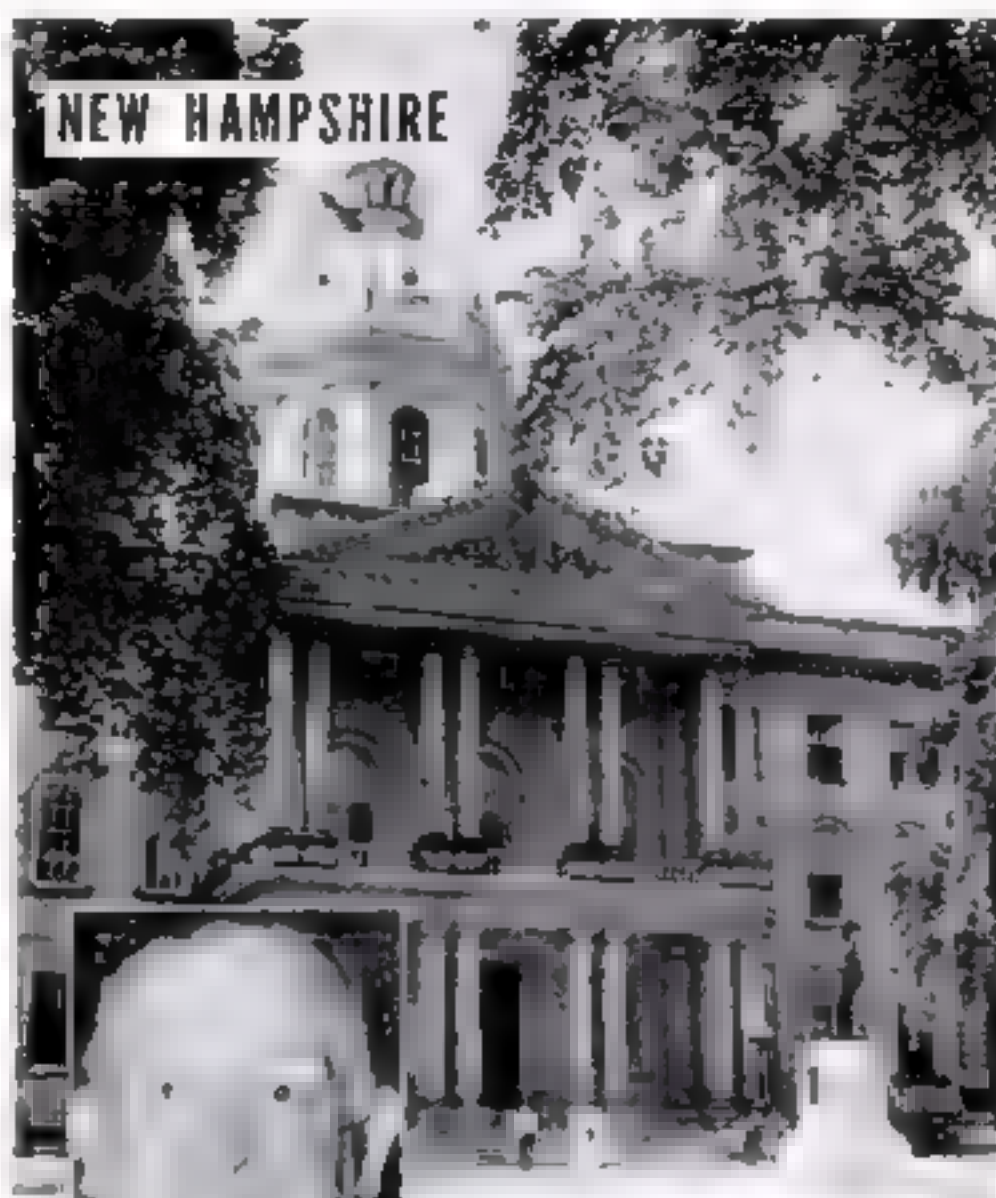
THE REPUBLICAN PARTY SINKS ITS ROOTS IN EIGHTEEN STATE CAPITOLS



MAINE



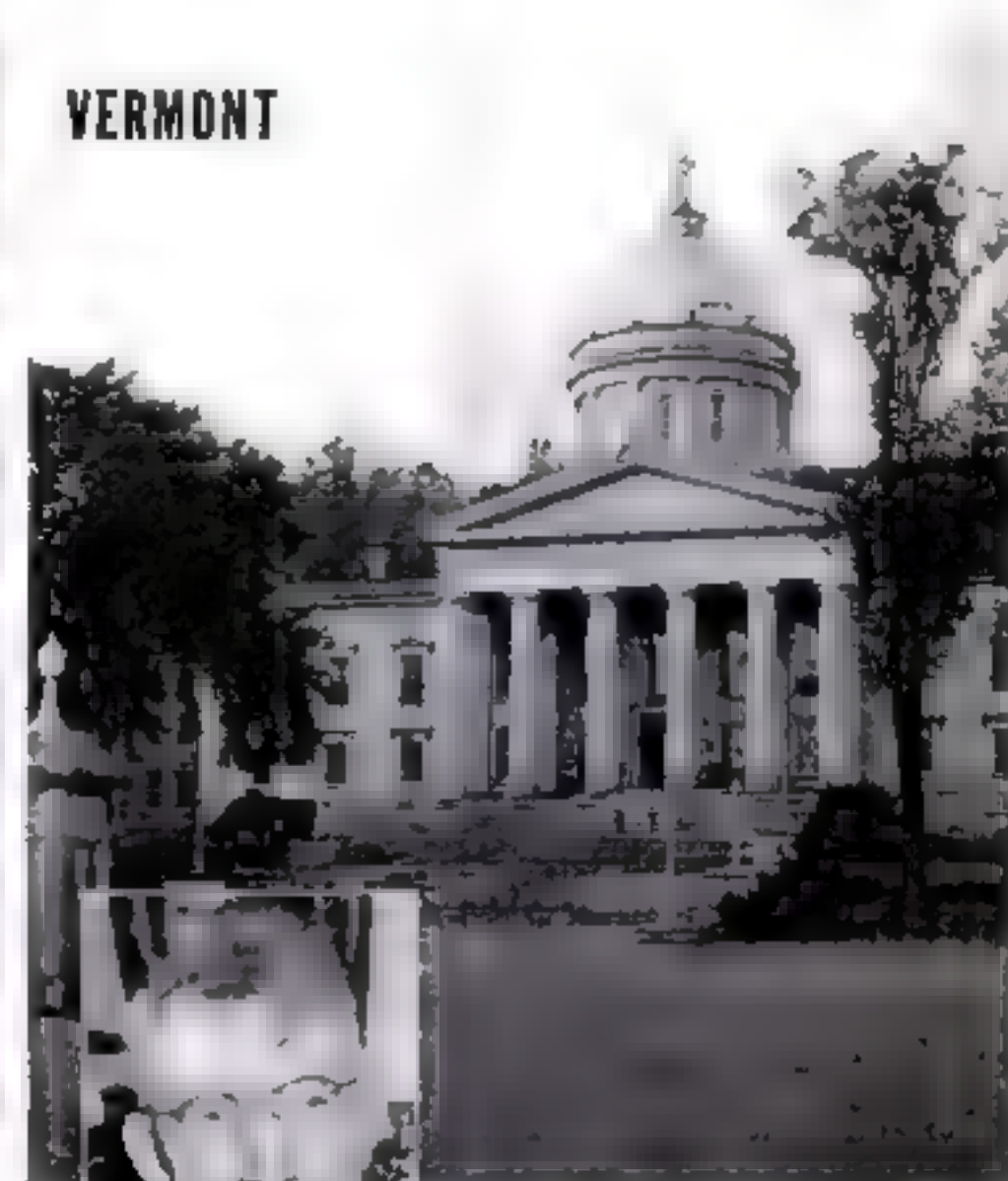
LEWIS G. BARROWS, 45
POPULATION: 552,500
LEGISLATURE: REPUBLICAN



NEW HAMPSHIRE



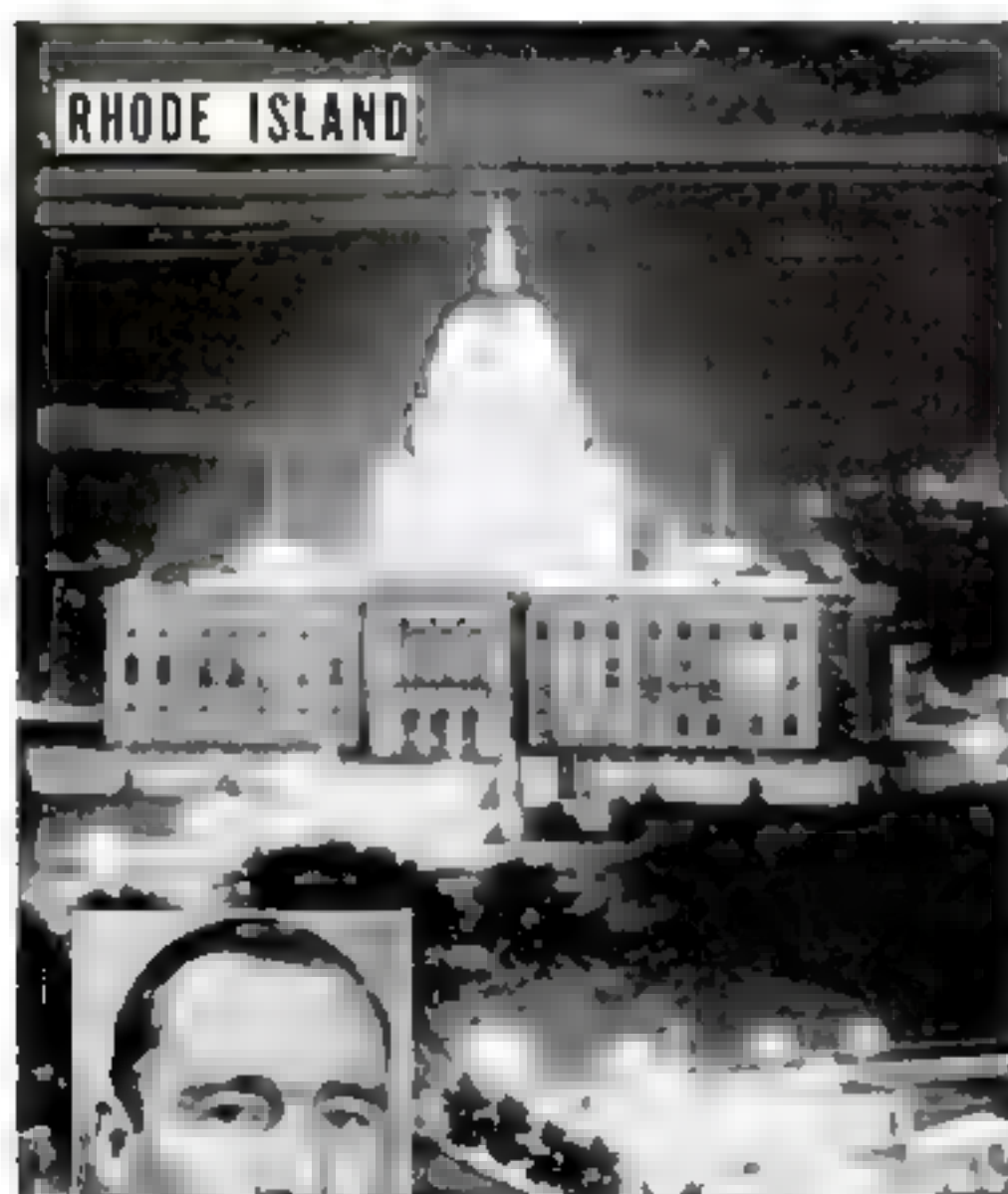
FRANCIS P. MURPHY, 62
POPULATION: 505,000
LEGISLATURE: REPUBLICAN



VERMONT



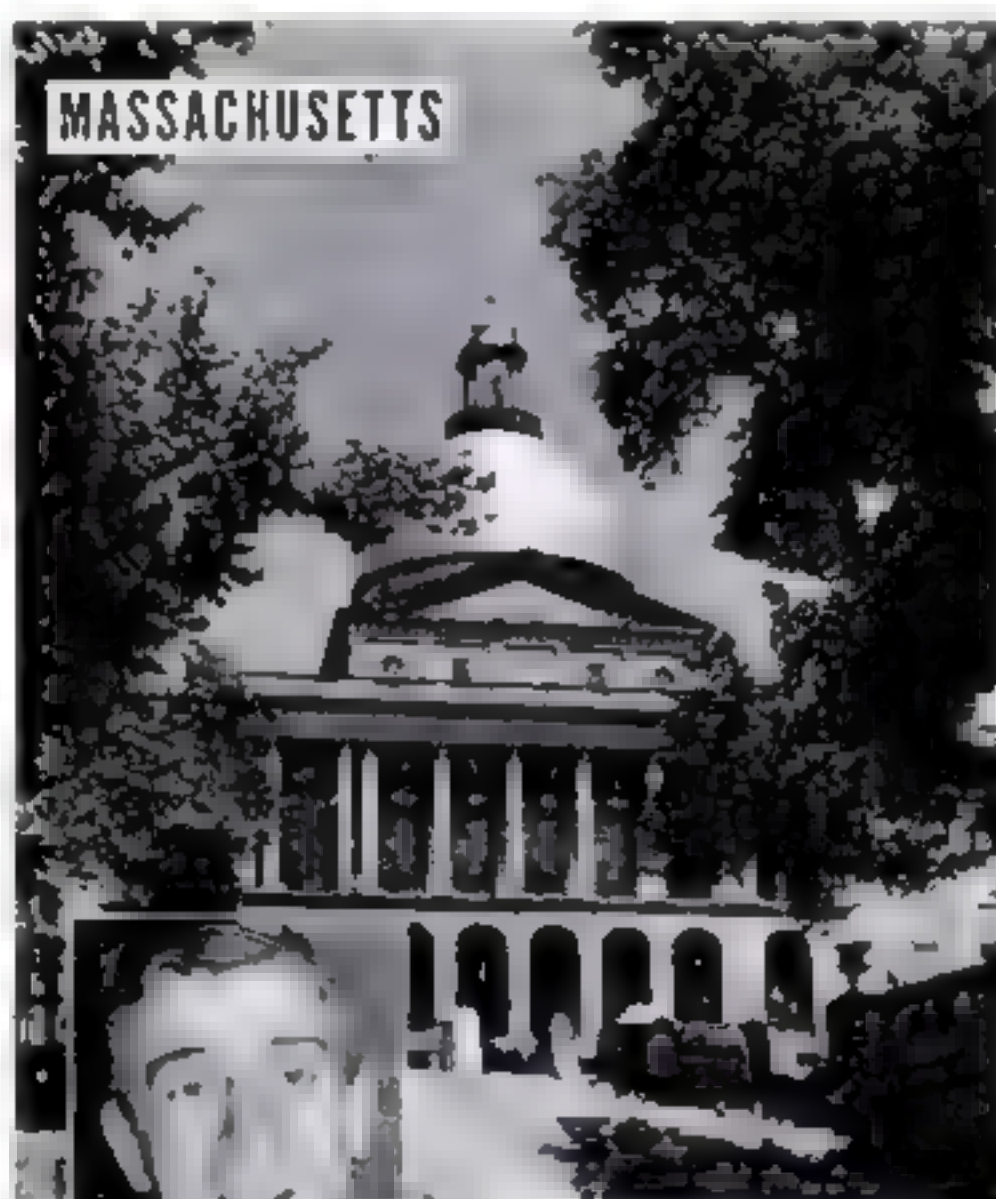
GEORGE D. AIKEN, 45
POPULATION: 290,000
LEGISLATURE: REPUBLICAN



RHODE ISLAND



WILLIAM H. VANDERBILT, 36
POPULATION: 692,000
LEGISLATURE: REPUBLICAN



MASSACHUSETTS



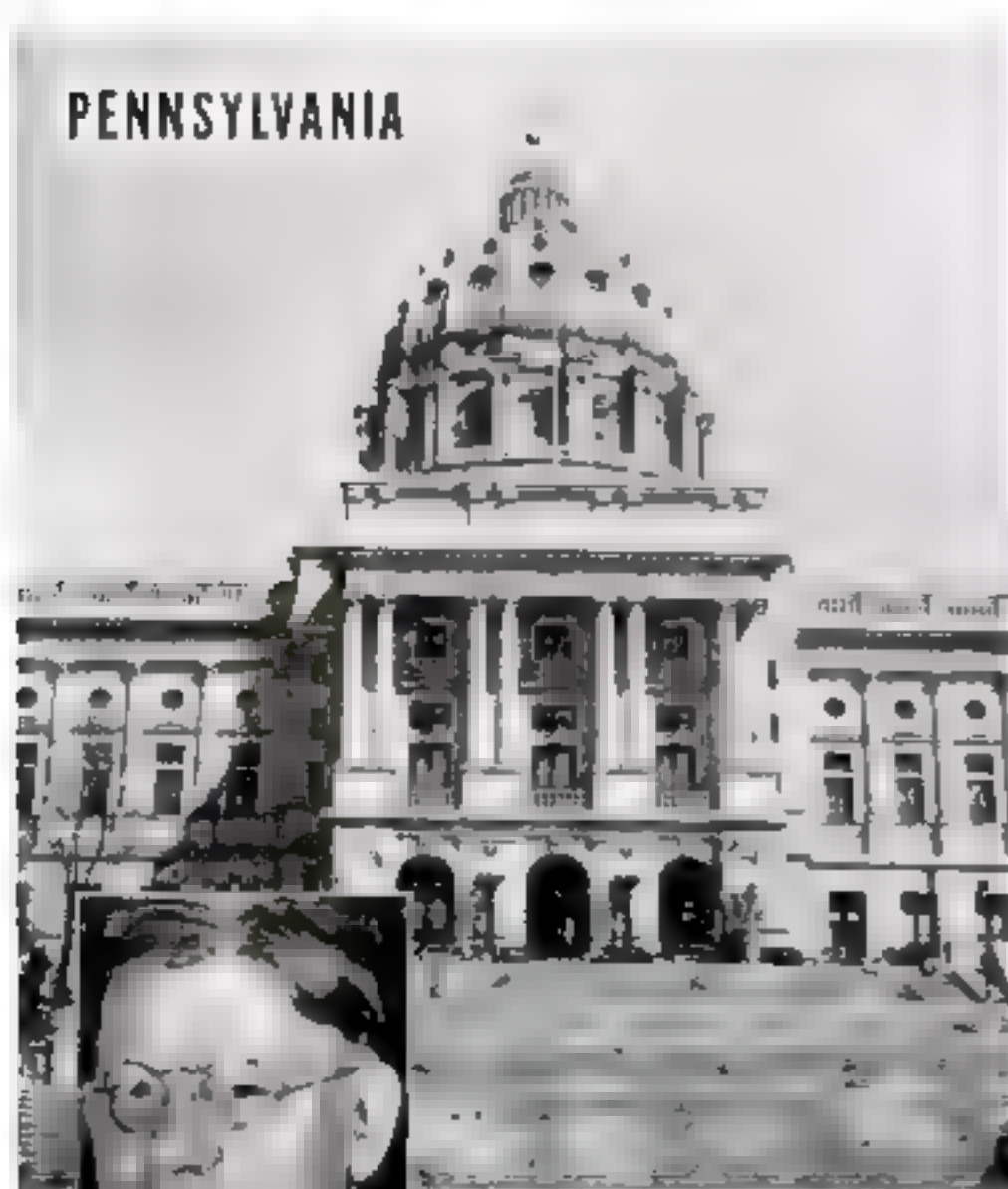
LEVERETT SALTONSTALL, 48
POPULATION: 4,425,000
LEGISLATURE: REPUBLICAN



CONNECTICUT



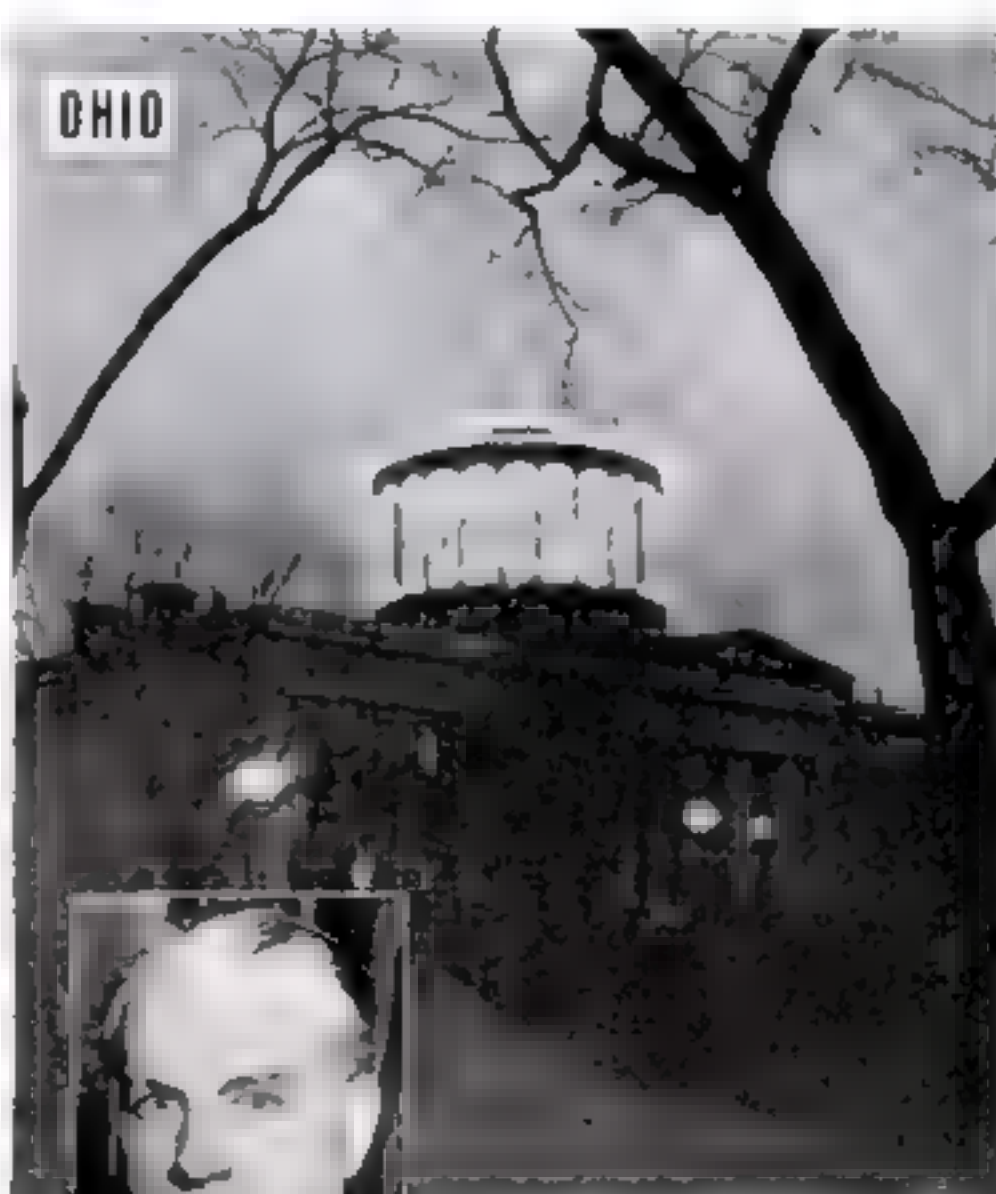
RAYMOND E. BALDWIN, 45
POPULATION: 1,734,000
SEN., NO MAJORITY, HOUSE REP.



PENNSYLVANIA



ARTHUR H. JAMES, 55
POPULATION: 19,335,000
SENATE DEM., HOUSE REP.



OHIO



JOHN W. BRICKER, 45
POPULATION: 5,712,000
LEGISLATURE: REPUBLICAN



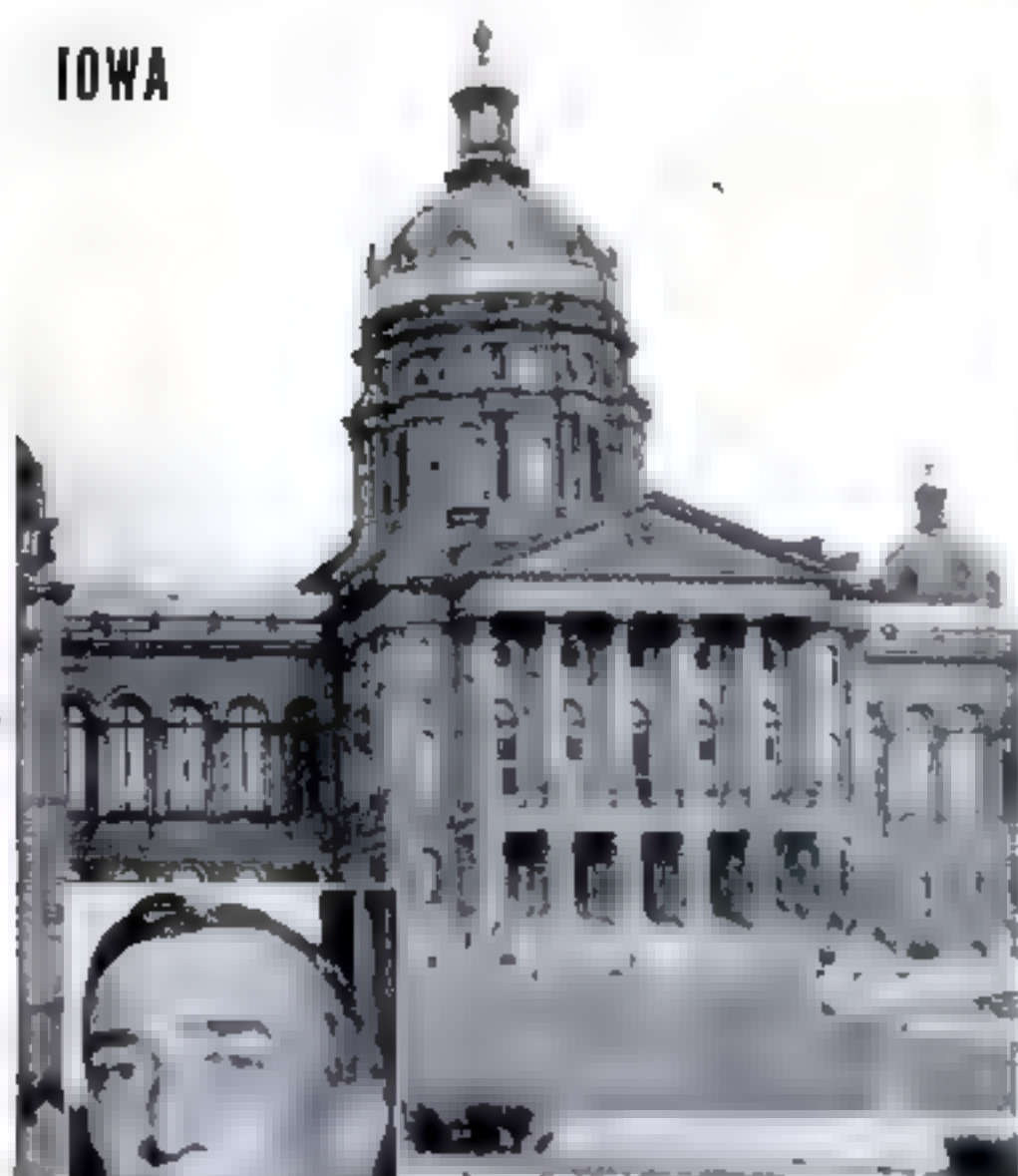
MICHIGAN



FRANK D. FITZGERALD, 52
POPULATION: 4,783,000
LEGISLATURE: REPUBLICAN

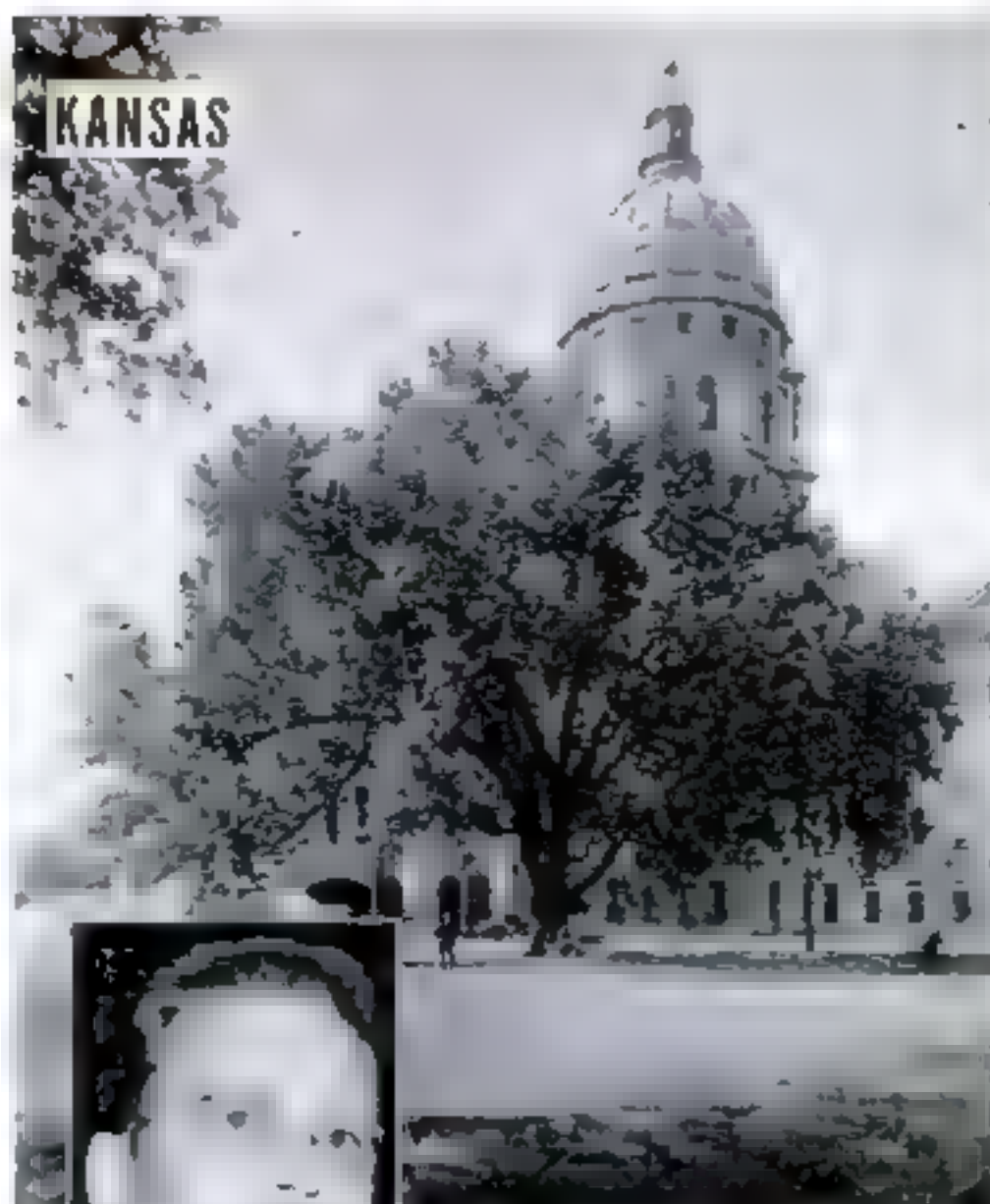
PARTY MACHINE WILL BE REBUILT WITH JOBS DEALT OUT BY THESE G.O.P. GOVERNORS

IOWA



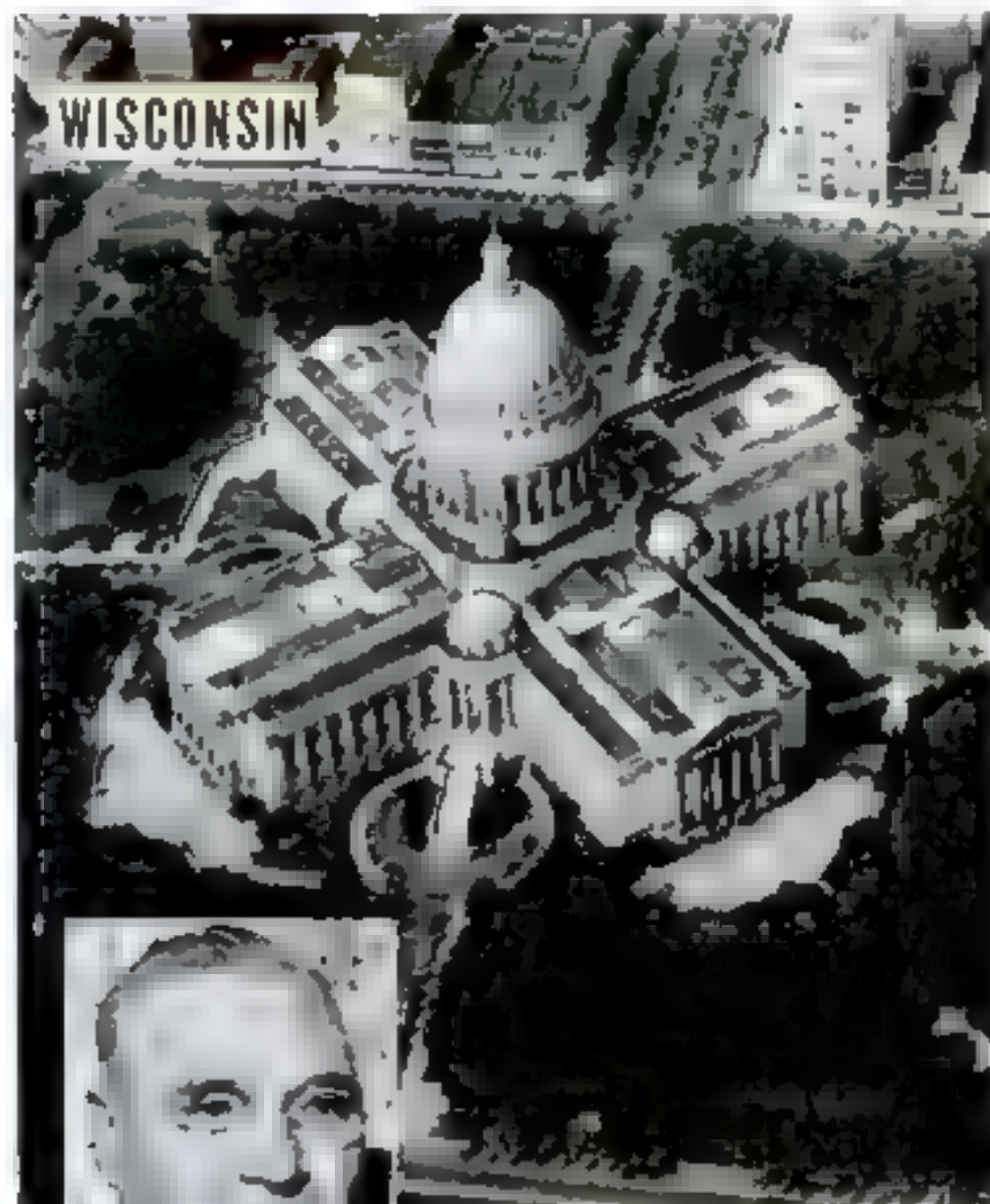
GEORGE A. WILSON, 54
POPULATION: 2,543,000
LEGISLATURE: REPUBLICAN

KANSAS



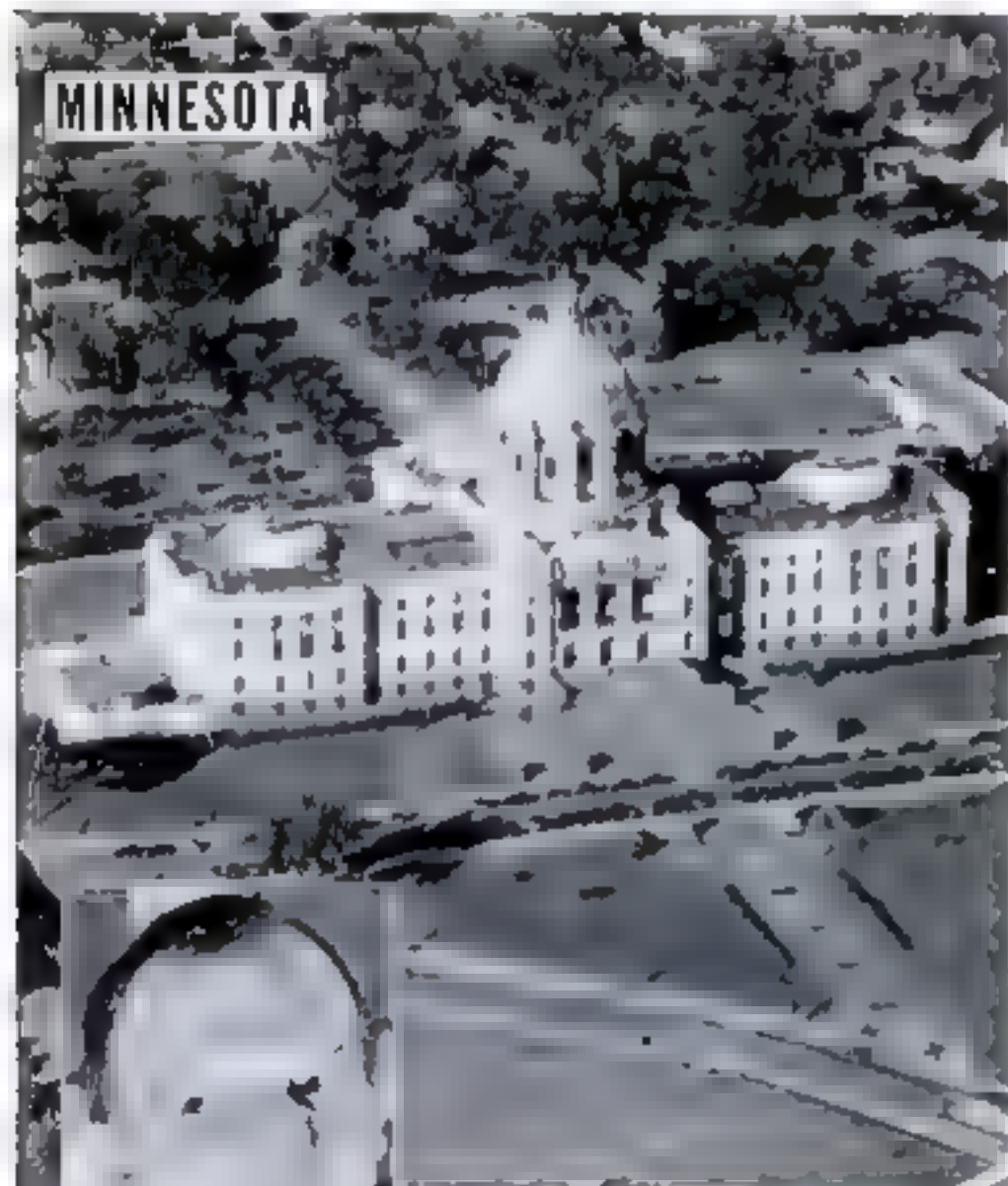
PAYNE M. RATNER, 42
POPULATION: 1,846,000
LEGISLATURE: REPUBLICAN

WISCONSIN



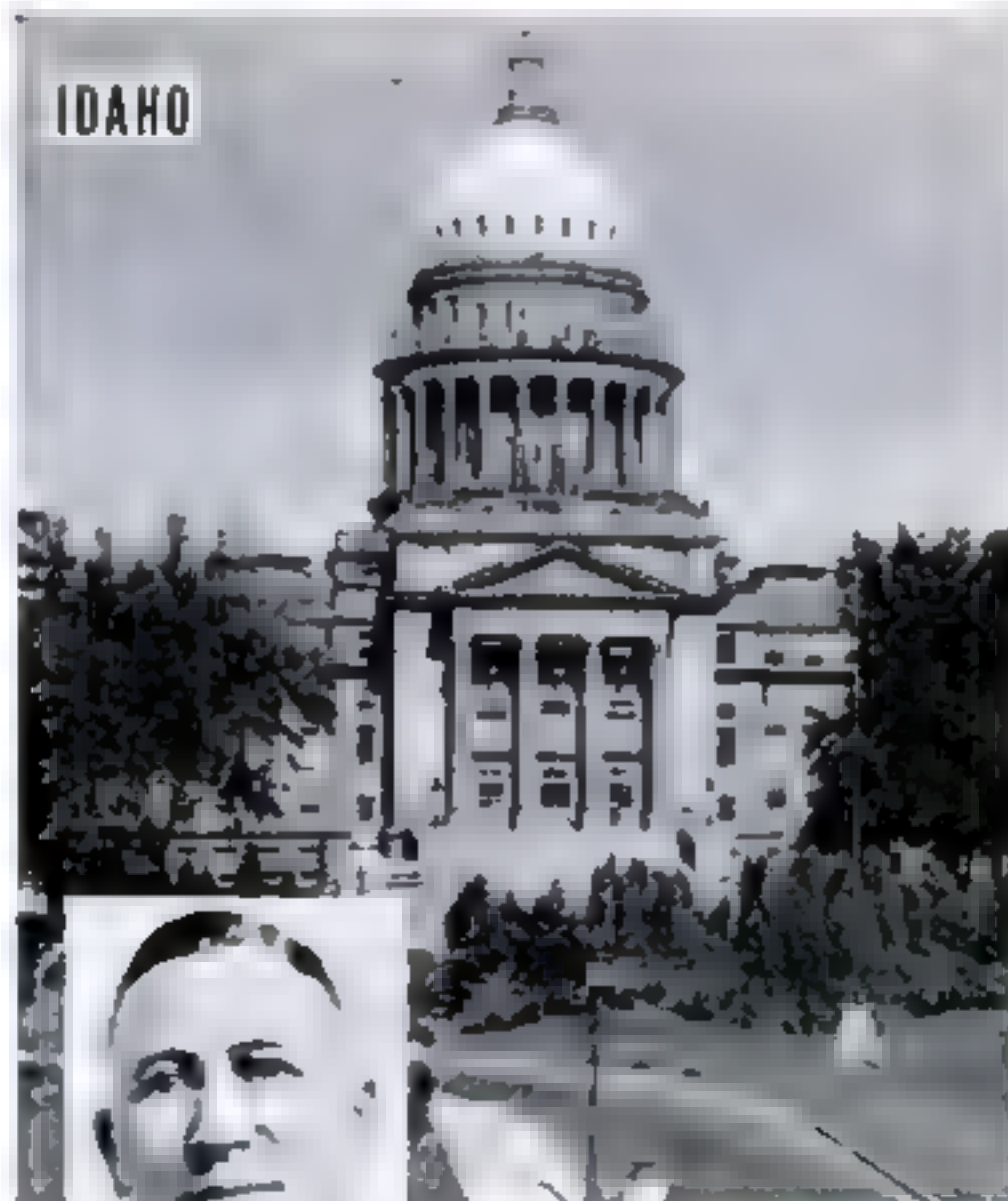
JULIUS P. NEIL, 62
POPULATION: 2,908,000
SEN. R.-D. COALITION, HOUSE R.

MINNESOTA



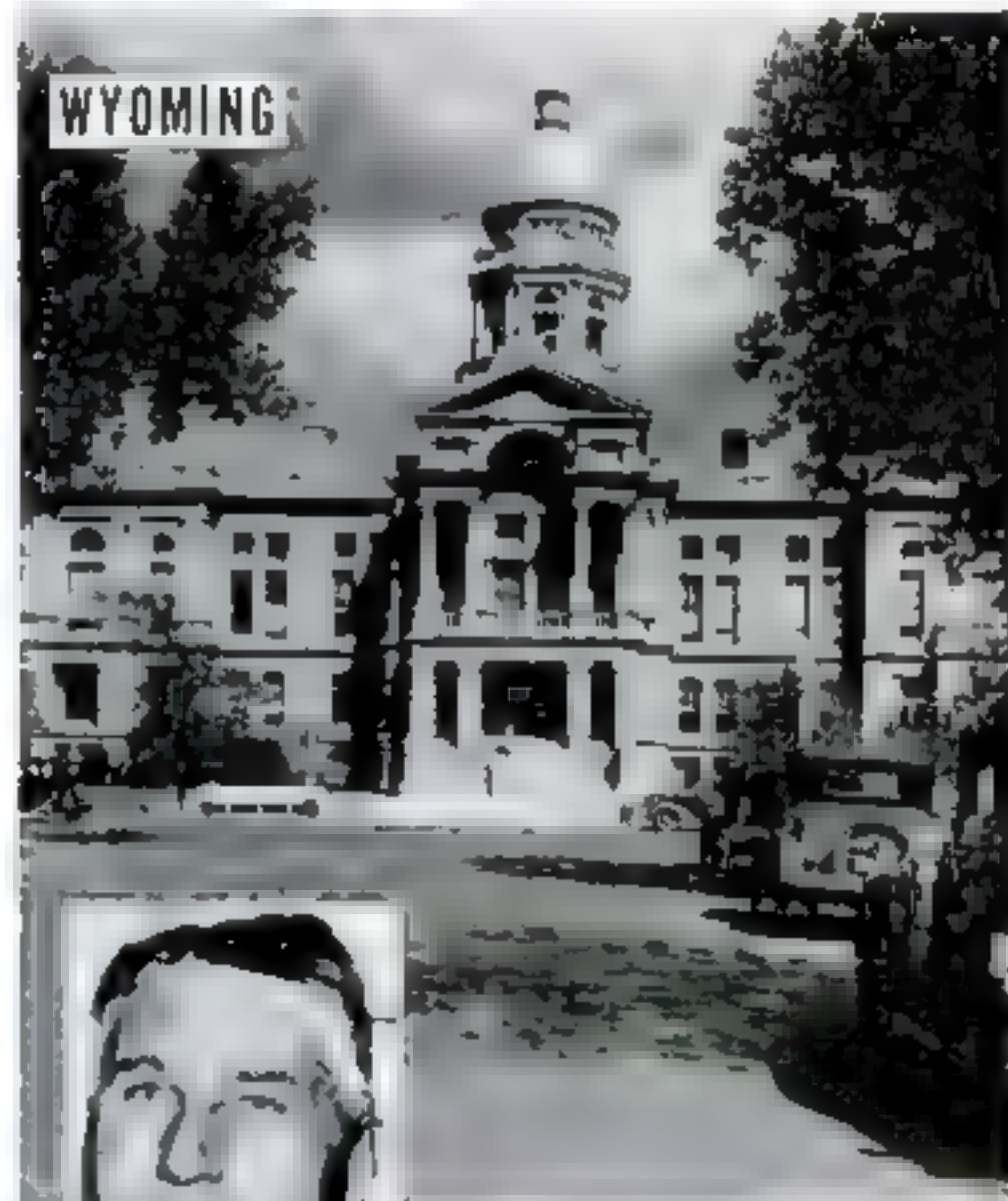
HAROLD E. STASSEN, 51
POPULATION: 2,435,000
LEG.: DEM.-REP. CONSERVATIVES

IDAHO



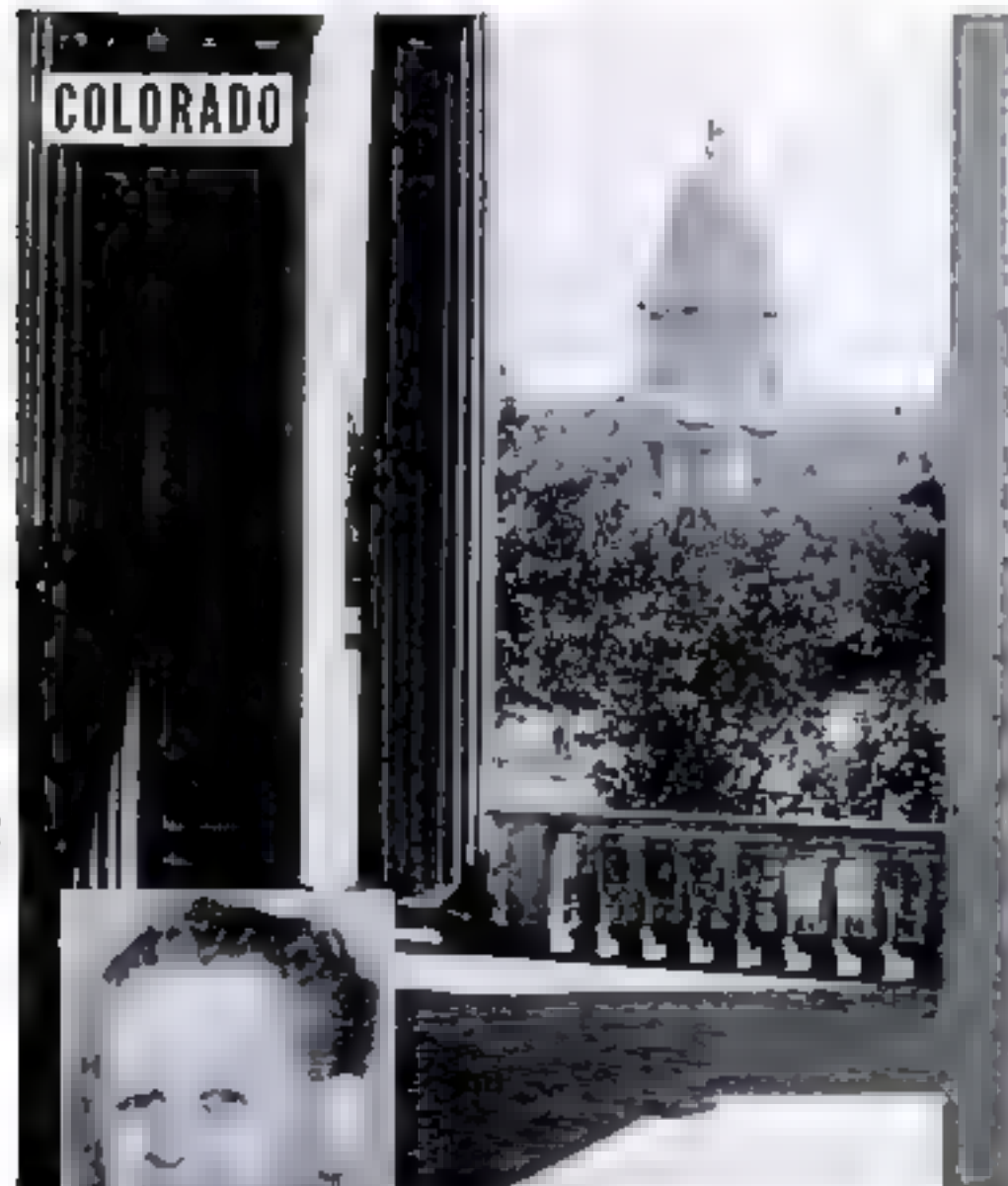
CLARENCE A. BOTTOLFSSEN, 47
POPULATION: 415,000
LEGISLATURE: REPUBLICAN

WYOMING



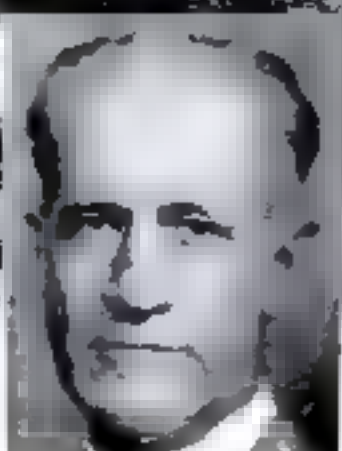
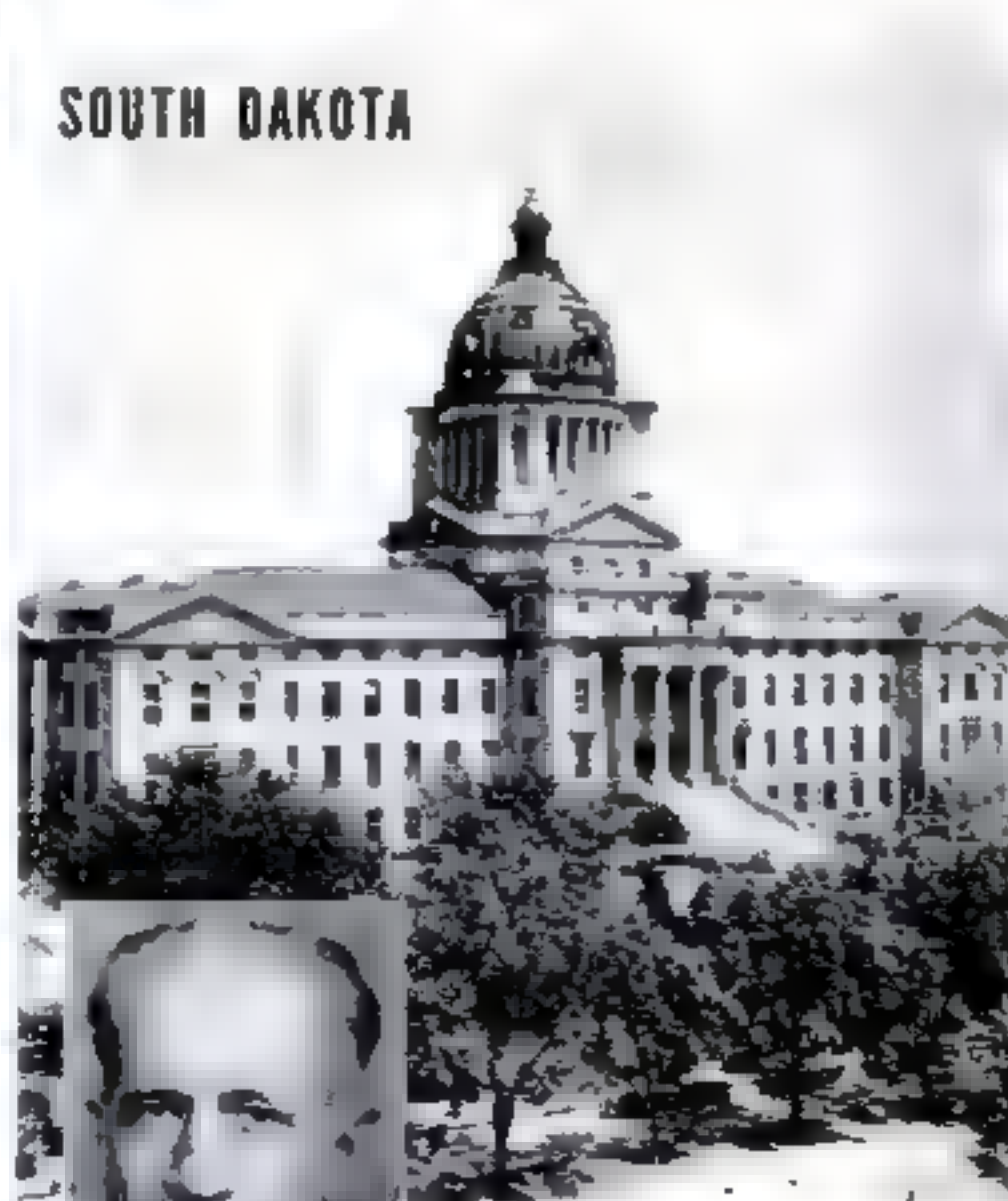
NELS M. SMITH, 54
POPULATION: 231,000
LEGISLATURE: REPUBLICAN

COLORADO



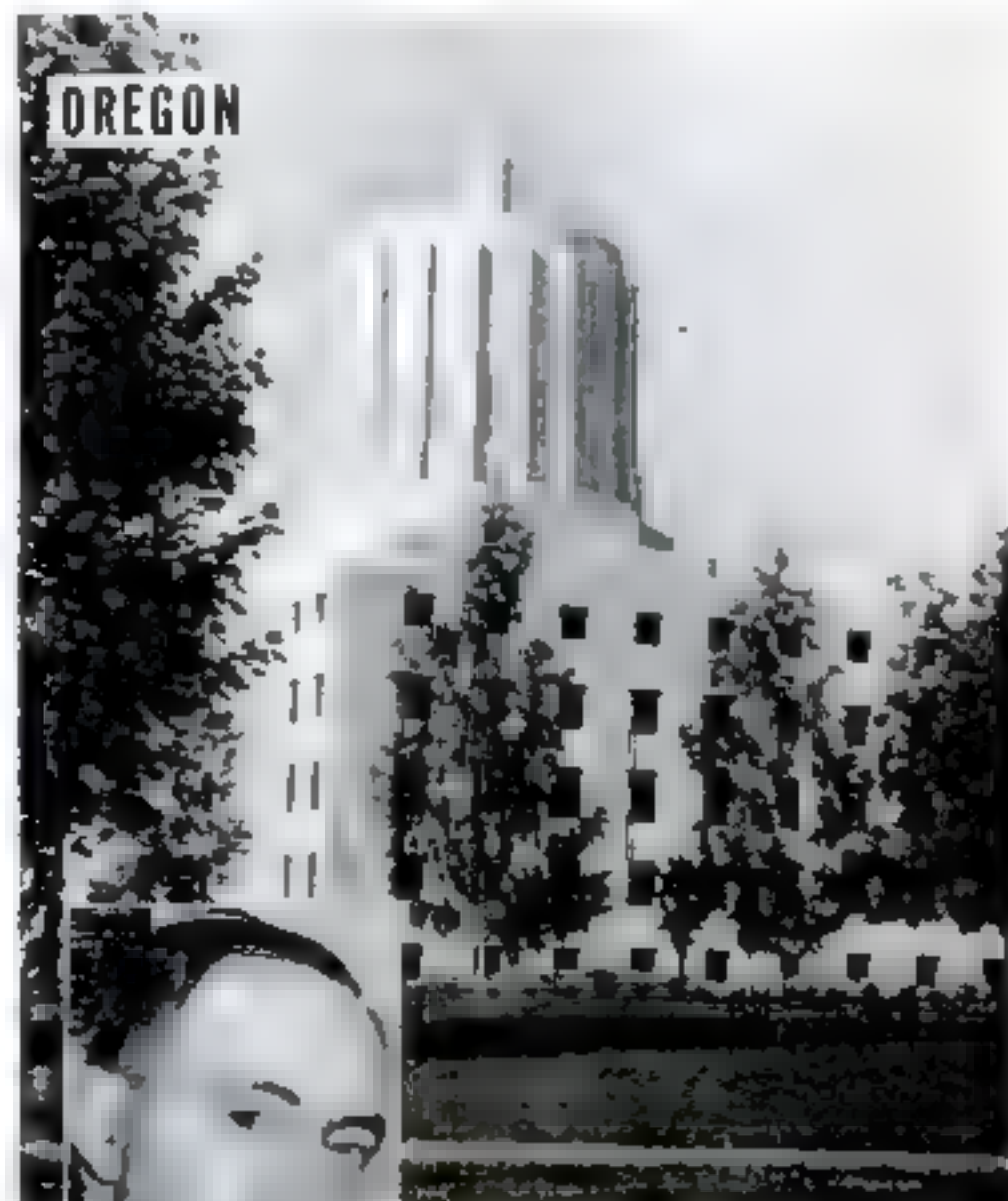
RALPH L. CARR, 50
POPULATION: 1,965,000
SENATE DEM., HOUSE REP.

SOUTH DAKOTA



HARLAN J. BUSHFIELD, 57
POPULATION: 652,000
LEGISLATURE: REPUBLICAN

OREGON



CHARLES A. SPRAGUE, 51
POPULATION: 1,017,000
LEGISLATURE: REPUBLICAN

LIFE ON THE NEWSFRONTS OF THE WORLD

America takes the middle of the road; Pogrom in Germany; Pearl Buck gets the Nobel Prize

Scattering Republican victories on Nov. 8 might have been put down to the normal off year swing from the party in power, plus personalities and local issues. But the G.O.P.'s achievement in sweeping New England, capturing the great industrial States of Pennsylvania, Ohio and Michigan, and cutting a wide swathe through the Farm Belt could be interpreted only as a national rebuke to the New Deal.

Patently, something had changed since the American people gave the New Deal their overwhelming endorsement in 1936. By general agreement, it was not the people. It was the New Deal itself. In 1937 rose the "Third New Deal," generally ascribed to the influence of the Hopkins-Corcoran-like clique of White House advisers. It has been characterized by a determination, most openly displayed in the Supreme Court Bill, to reform America in a hurry, without consulting Congress. Intolerant of disagreement, it set out to purge Congressmen who failed to follow the party line laid down by the President and



DEWEY & LEHMAN

his advisers. Though its leaders are men of unquestioned personal honesty, their blinking at the use of relief money to influence votes indicated that they were convinced of the necessity of perpetuating themselves in power.

America has its share of stand-patters and radicals, but by and large Americans are middle-of-the-roads. They know that all is not well with things as they are. They want progress. But they want it to come not too fast. They want time to think it over. They do not want progress by decree, no matter how well-intentioned the decreer. More than ever, after watching Europe in recent years, they want progress to be achieved by the democratic methods of debate and compromise.

This is what they showed by their votes on Nov. 8. They did not vote to destroy the New Deal, or to stop social progress. They did vote to keep political debate alive and set American government going again up the middle of the road.

Congress. The U. S. Senate which convenes Jan. 3 will be composed of 69 Democrats, 23 Republicans, 2 Farmer-Laborites, 1 Progressive, 1 Independent. The House will have 262 Democrats, 169 Republicans, 1 Farmer-Laborite, 2 Progressives, 1 American Laborite. The balance of power between New Dealers and Republicans will be held by holdover conservative Democrats.

Democrats. A major Democratic disaster was averted by 67,000 out of 4,700,000 votes when New York re-elected Governor Herbert H. Lehman over Thomas E. Dewey by that margin. Chief Democratic gain occurred when California elected Culbert L.



OLSON

Third Parties. Ousted from power were the Progressive and Farmer-Labor Parties of Wisconsin and Minnesota. The maverick "liberal bloc" in Congress, composed of their Representatives plus left-wing Democrats, was virtually wiped out.

Labor. Public resentment against the Sit-Down and the C.I.O.'s political ambitions was indicated by the votes which retired Pennsylvania's Governor Earle and Michigan's Governor Murphy to private life. But that the public is not turning anti-union appeared when voters of California and Washington rejected harsh anti-strike amendments.

Pensions. California turned down "\$30 Every Thursday" but Colorado refused to repeal the \$45 pension law which is bankrupting it and North Dakota adopted a \$40-minimum law. Pensions promised to become a bigger & bigger issue in American politics.

Civil Liberties. Jersey City's fascist-minded Boss Hague, and the New Deal's cynical alliance with him to elect a 100% New Deal Senator, were soundly rebuked when New Jersey turned down their candidate, elected a liberal Republican, ex-Senator W. Warren Barbour.

Presidential Possibilities. Chiefly because they won in pivotal Ohio, Robert A. Taft and John W. Bricker got most frequent mention as G.O. Presidential possibilities in 1940. Thomas E. Dewey, who lost by a hair in the No. 1 State and is assured of keeping in the public eye for the next two years as New York's District Attorney, remained in the forefront.

Friends. Queen Elizabeth of England found a hat with two whole birds on it which she likes so well that she has worn it everywhere. Her husband, George



ELIZABETH

VI, announced that he and the Queen had accepted the personal invitation of the President of the U. S. to visit him in Washington on the royal trip to Canada next year. In this flood of friendly feeling, the King gave his younger brother, the Duke of Gloucester, permission to visit his elder brother, the Duke of Windsor, in Paris. The King even lent Gloucester his own pilot to fly him to Paris. The two Duchesses, born Wallis Warfield and Lady Alice Montagu-Douglas-Scott, talked about the Gloucesters' African hunting trip.

Revenge. History will long remember last week for the feat of Nazi Germany in topping all previous

world records for lunatic injustice. The "crime" against the Nazis was the assassination in Paris of a German third secretary of Embassy by the 17-year-old son of a Polish Jew tailor of Hanover who had been shipped back to Poland. The Nazi press promptly put on a fearsome campaign of rage and revenge. Hitler chimed in with the old story that the Jews caused Germany's defeat in the War. Somewhat slow on the uptake, mobs of uniformed hoodlums burned, bombed and looted nearly every Jewish synagogue and store in all Greater Germany. Silent German crowds watched the gangs, muttering "Bolsheviks," or "Arson is still arson." Propaganda Minister Goebbels announced that the riots were "justified," but not "organized." Finally the Government assessed the Jews of Germany \$400,000,000 for the murder of the third secretary. Thus was revealed the chief motive behind this appalling display of Government gangsterism—bad money trouble getting worse every day.

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MRS. BUCK

"Ridiculous" Award? "I said 'it's ridiculous' and I suppose a great many others will say the same thing." Thus Pearl Buck, describing her reaction to the news that the Swedish Academy on Nov. 10 had awarded her the Nobel Prize for literature. No one called the award ridiculous. U. S. critics felt it was based

entirely on Mrs. Buck's one famed book, *The Good Earth*, a liberal, sympathetic study of China, that the Academy of democratic Sweden chose the book to show its own support of a liberal, pro-democratic point of view and its own sympathy toward hard-pressed China. Third American to win the prize (Sinclair Lewis, 1930, Eugene O'Neill, 1936), Mrs. Buck, who is 46, will get more than \$40,000.



ATATÜRK

Atatürk. As it must to all men, Death came last week to Kamal Atatürk (LIFE, Oct. 31), President and Dictator of Turkey, greatest Turk since 16th Century Suleiman the Magnificent, one week after the 15th Anniversary of the Turkish Republic he created.

News cameras were busiest last week introducing to the American public its new governing families. Easily the most photogenic was that of the Republican Governor-elect of Rhode Island, William H. Vanderbilt, who inherited some \$5,000,000 from his father, the late Alfred Gwynne Vanderbilt. Prediction of the birth of the Vanderbilts' twins in 1930 did much to make Walter Winchell's reputation.



The First Family-elect of Rhode Island

THE U. S. GETS A LOOK AT FULGENCIO BATISTA, STRONG MAN OF CUBA



LEON RUBEN

Armies control the governments of all but a very few of the nations of the world. In such countries the man to look for is the man who controls the Army. In Cuba it is Fulgencio Batista. That makes him something very like a dictator. And although the entire U. S. State Department has spoken out against dictators of such a type, it is not wise to ask U. S. Army Chief of Staff Mark W. Clark to ask Batista to Washington for Armistice Day. A more remarkable man has rarely shaken the hands of President Roosevelt and Secretary of State Hull.

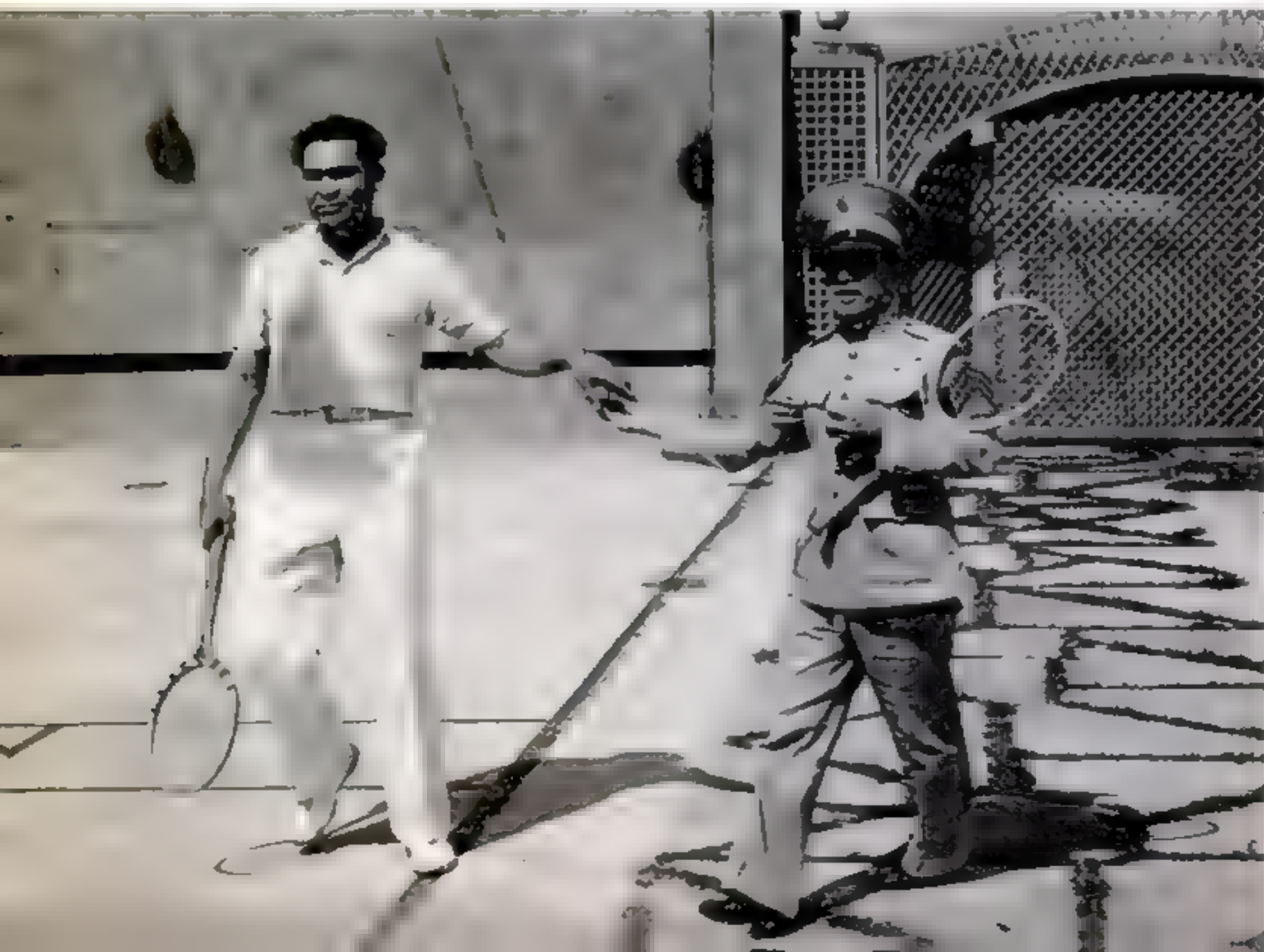
Batista, whose name means cambric, runs a disguised dictatorship, somewhat on the model of Turkey's late Kemal Ataturk. He encourages some argument, maintains a President, a selected and Congress. He wavers between Cuba's new Fascist movement and the extreme radicalism of Mexico.

Lately he has veered toward Mexico, has legalized Cuba's Communist Party, and has a colossal "Three-Year Plan" that the cynical call the "300-Year Plan." He was born of mixed white, Negro, Indian and Oriental blood in eastern Cuba 47 years ago, was an orphan at 14, turned farmer, cane worker, stevedore, railway man, mechanic. Finally he entered the Cuban Army created by the U. S. Army and became a sergeant. He proved his mettle in Cuba's 1933 Revolution, staged the famed "Sergeant's Revolt" and took over the Government. Snubbed at first by Cuba's social tea, he is now accepted on the grounds that "Cuba is not the place for a democracy."



Squash tennis is the smart game in Cuba. Above, Strong Man Batista (right) wipes his brow after an exciting game

with the Chief of the Army Press Bureau, Captain Antonio de Torres. Below, his soldier ball-boy hands him a ball.



Cuban orphans of Government workers go to Batista's Civic-Military School in Havana. Military drills are part of the curriculum.



Batista shows the tricks of Charlie McCarthy doll to his 4-year-old son Ruben Fulgencio, nicknamed "Papito,"

while his wife and 11-year-old daughter Marta beam. A smart politician, Batista specializes in home poses.



A farewell dinner for Batista was given him by his puppet President, Laredo Bru, in the Presidential Palace on

Nov. 8. Batista is obscured by the other guests far down the table on the right. President Bru is opposite him.



Final instructions, long and emphatic, are given by Batista to Bru, who decreed Batista "permission" for his trip to the U.S.



Notice Negro boys. Cuba has probably nearest thing to perfect equality between whites and blacks in the world today.



White, black and mestizo boys of the Civic-Military School are being taught setting-up exercises by Army sergeants. The

school is a part of the Three-Year Plan for social betterment which Batista gives by turns a Fascist or a Communist tinge.

CONTINUED ON NEXT PAGE



Caught being shaved by his personal barber, Batista insisted on having his picture taken shaving himself. Normally he is shaved with a straight razor but on the train he prudently substituted a safety razor.

self. Normally he is shaved with a straight razor but on the train he prudently substituted a safety razor.



On the train from Miami to Washington, Batista's valet helps him with his olive drab army uniform and Sam Browne belt for station reception.



In his chartered plane flying from Havana to Miami, Batista looks impatiently out over the Caribbean, sees only fog and squalls of rain.

CUBA'S CHIEF HOBNOBS WITH U.S. CHIEFS

It took real courage for Cuba's Army Chief Fulgencio Batista to come to Washington for Armistice Day. Other Latin American dictators have lost their jobs for leaving their countries to subordinates. Batista, however, left strong instructions both with President Bru and his No. 2 Strong Man, handsome, young Colonel Pedraza. Furthermore it took courage for a self-made Strong Man to face the head men of the world's greatest democracy which has lately excoriated dictatorships. Batista was a brilliant success. He called President Roosevelt "a great democrat and a great man," declared that the armies of the Americas should have the sole purpose of "guaranteeing democracy," promised to give Cuba a real Constitution and free elections by next May. He met Roosevelt and Hull as well as his old antagonist, Under Secretary of State Sumner Welles, who gave him several parties. He handled the impudent American reporters well, fending off questions about a U. S. air base in Cuba, U. S. favors on sugar, tobacco, a Cuban bank of issue and a Cuban currency.

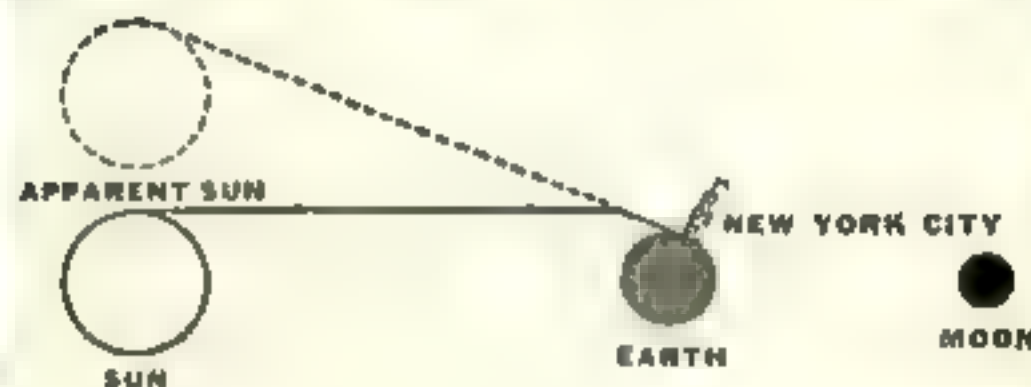
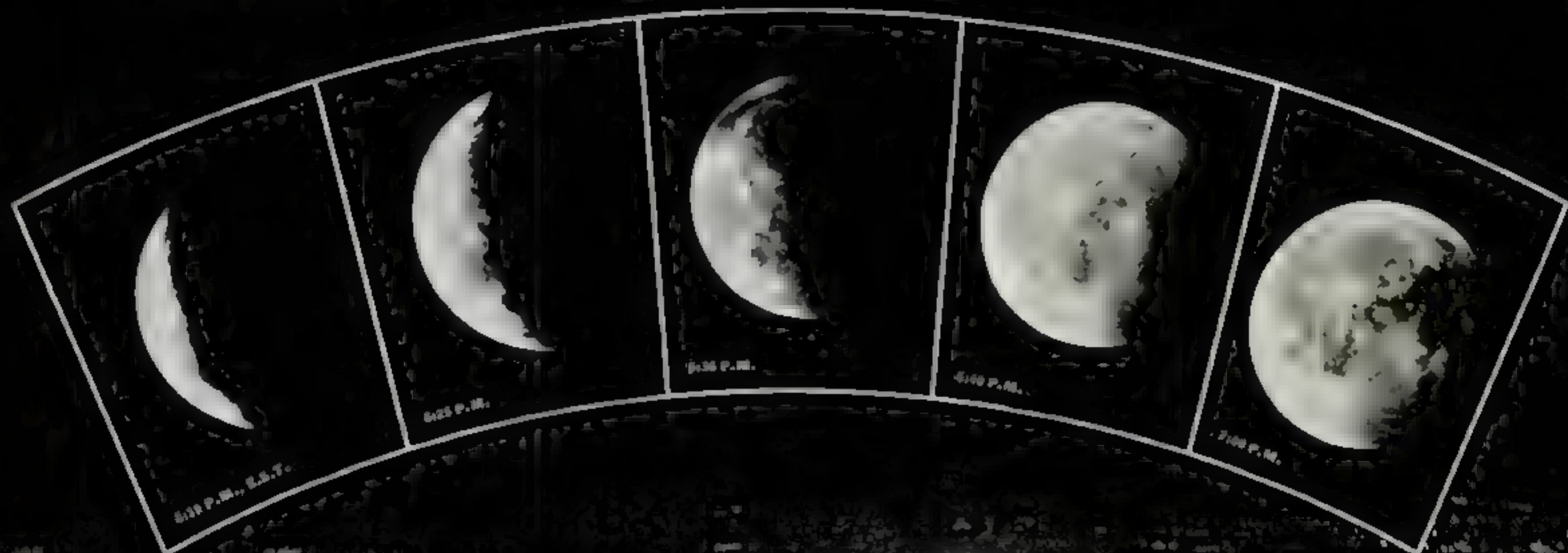
Everybody in Washington was surprisingly cordial to him. For what the U. S. fears is that, harried by hard times in Cuba, Batista may swing either to the extreme Right or to the extreme Left, like Mexico, and seize American property in Cuba.



Batista's host, U. S. Army Chief of Staff Malin Craig, raises a finger in unison with Batista, while Cuban

Ambassador to the U. S., Dr. Pedro Martinez Fraga, smiles in background. Batista got a fine reception.

ECLIPSED MOON & SUN WHICH HAS SET SEEN SIMULTANEOUSLY FROM EARTH



On Nov. 7 the sun, the earth and the moon lined up late in the afternoon to produce one of the most beautiful eclipses ever seen in the U. S. Though the eclipse was total for an hour and 22 minutes, the moon was at no time invisible. Instead a shadow crept across its face and turned it from silvery white to a dull copper. With the earth directly between the sun and moon, cutting off the sun's rays which make the moon shine, the moon might be expected to disappear completely. But enough of the sun's red rays were bent around the earth by atmospheric refraction to give it the coppery glow.

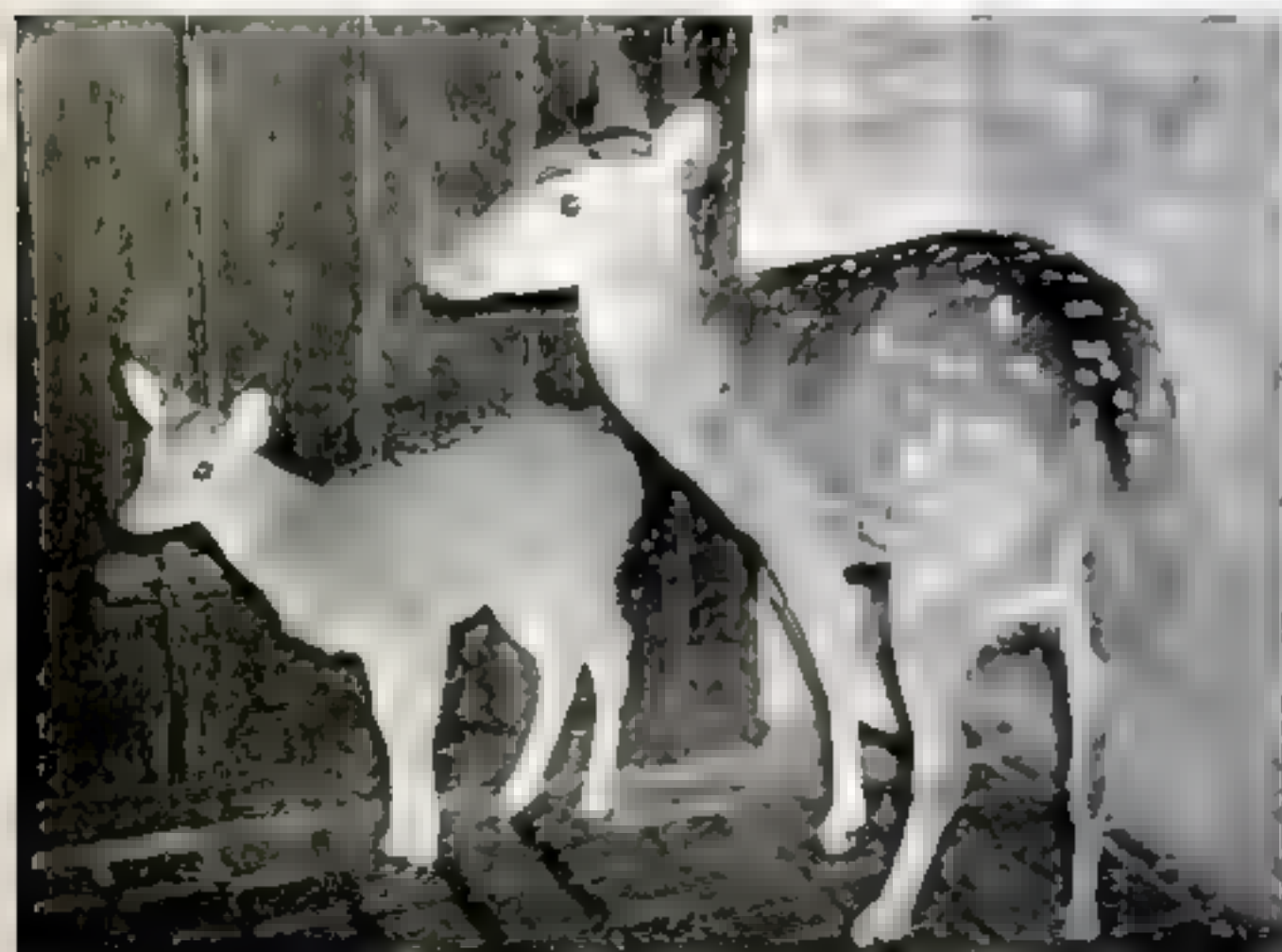
The picture on this page, made during totality from the Empire State Building looking toward the Chrysler Building, shows the eclipse as New Yorkers saw it, with the moon clearly visible at the top of the picture. For studying the eclipse, the camera was better than the human eye. The series of superimposed pictures, taken by James Stokley at the Franklin Institute Observatory in Philadelphia, were made with an exposure so short that they do not register the weak red rays which made the moon visible to the eye. They show the last 49 minutes of the eclipse, with the shadow disappearing.

Paradox of this eclipse was that on the Atlantic seaboard it seemed to begin before sunset—an impossibility since the sun, earth and moon were necessarily in a straight line. The sun had really gone down but its rays still reached the upper layers of the earth's atmosphere and were refracted down. This optical illusion is explained in diagram above.

"SPIRIT OF BRITAIN" TAKES SHAPE AS BABY DEER ARRIVES IN CRISIS



In London last week sculptors applied finishing touches to a model of the great gilded statue that will dominate Britain's Pavilion at New York's World's Fair. Symbolizing Anglo-American ties, the sculpture depicts a muscular lady, dressed in a clinging bathing suit with a bathrobe cord knotted around her middle, juggling airplanes, seagulls, pigeons. Ships lunge from behind her legs. A tree sprouts from her toes. Her name: "Spirit of Britain." While the art world goggled at this conception, animal lovers admired a new baby deer born after a long and difficult labor in London's Regent's Park Zoo. His name, denoting protracted crisis: Neville.



VICTORS ASSIGN THE SPOILS ON CZECHOSLOVAKIA'S 20TH BIRTHDAY



In Vienna on Nov. 2 the smart young foreign ministers of Berlin and Rome, blond Joachim von Ribbentrop and dark Galeazzo Ciano, completed the vivisection of Czechoslovakia by signing a Hitler-dictated document awarding Hungary 5,000 square miles of Czech land and 860,000 human beings. The same week in Prague, Czechs mournfully marked the 20th Anniversary of their little Republic. Chief ceremonies took place at the grave of Czechoslovakia's founder, Thomas Masaryk. Chief mourner was patriotic Premier Jan Syrový (below, left), whose distasteful task it now is to abandon Masaryk's democratic principles, steer his country into a fascist orbit.



BRONZE DUCE WAVES ISLAM'S SWORD OVER FECUND COLONISTS IN LIBYA



In Tripoli on Nov. 3, Governor Italo Balbo (*above, right*) greeted 18,000 debarking colonists, the vanguard of 80,000 whom Mussolini hopes to settle on Libya's sun-scorched sands before 1942. The new arrivals comprised 1,800 families, each carefully selected for strength and fecundity. They arrived just in time for the unveiling of a huge equestrian statue of Mussolini, showing Il Duce swathed in toga, astride a saddle-less horse, brandishing the sword of Islam. Ceremonies over, they were herded to their new homes (*below*), where they found no electric lights since the government has learned that lights and the birth rate vary in inverse rate.



BATHING GIRLS HELP WETS WIN AUSTRALIAN PROHIBITION POOL



In Portsea, swank seaside resort of Melbourne socialites, bathing beauties recently sported belts inscribed "NO." The negative was purely impersonal, suggested nothing more than the wearer's attitude toward the question: "Should liquor licenses be abolished?" In Australia voters are required by law to vote every 5-8 years on prohibition. On Oct. 8 the State of Victoria, which includes Melbourne, asked its octennial question. (In 1930 eight of Victoria's 65 licensing districts went dry.) Both Wets and Drys spent huge sums on propaganda like the belts above and the billboards below. Result: Wet, 65 districts; Dry, none.

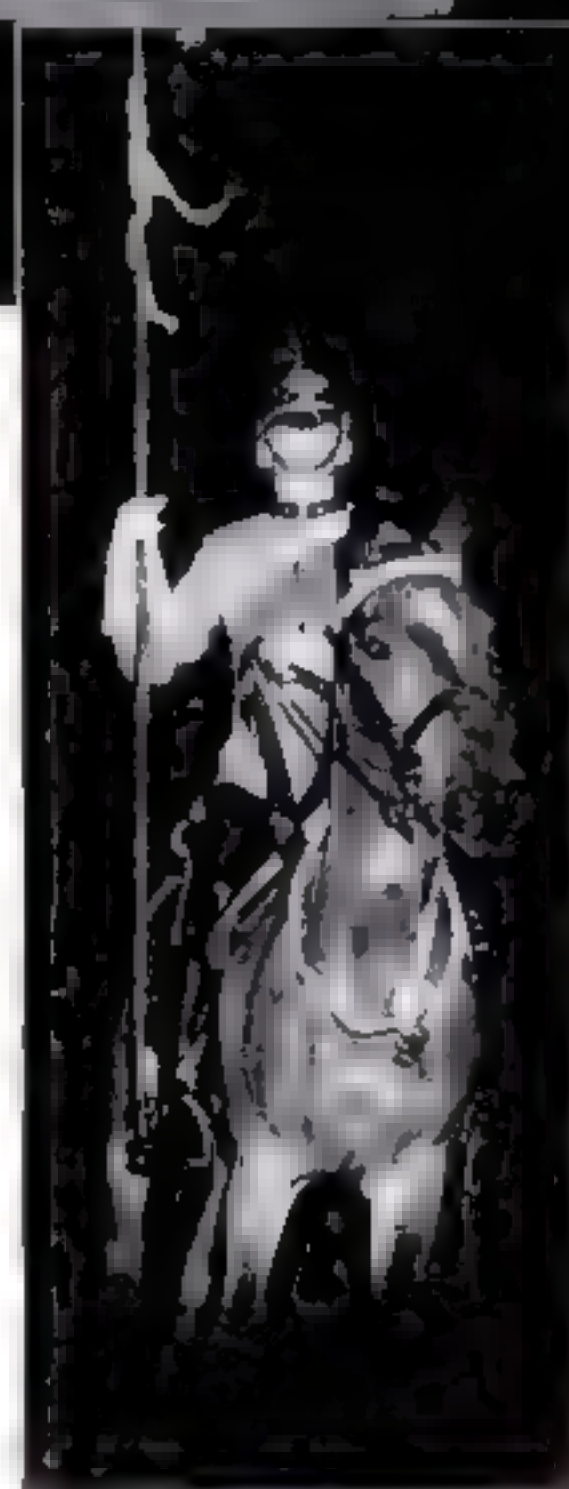




SOCIETY TURNS OUT FOR THE HORSE SHOW

Into New York's draughty, flag-hung Madison Square Garden the 53rd Annual National Horse Show last week drew 100,000 fanciers of horseflesh, fanfare and fashion. Never since its inception has the nation's No. 1 social-equine event been so well attended, so opulently planned and staged. For eight mornings, afternoons and evenings between Nov. 5 and 12, a changing roster of America's best born people glittered around the edge of the arena, while within it 500 of the world's best bred horses performed with handsome precision for silver cups and carrots.

Consensus of opinion held the show's most brilliant and dashing individual rider to be Major Eduardo Janetz of Chile (*opposite page, above*), who won the Bowman jumping trophy and ably assisted his compatriots to outride the Canadian team, last year's champions. Most spectacular unit consisted of 40 Royal Canadian Dragoons, crack regiment of Canada's Army. Dressed in plumed golden helmets, scarlet tunics and blue pantaloons of the Georgian era, bearing lances aflatter with red and white pennants (*insets, right and left*) they nightly pirouetted, wheeled and charged. In the picture above you see the judging of the hunters on Nov. 7.





Outstanding horseman of show was Major Eduardo Janes of Chile, here holding jumping trophy. Chile won team trophy.



A snort from Nesbit greeted socialite stall-snoopers. Nesbit, a hunter, was entered by H. Duane Clark of Syracuse.



Ladies of the press came elegantly gowned. Facing camera at right is Society Reporter Inez Robb of King Features.



This magnificently-muscled mare was one of three Arabian horses ridden by Sheik Khalil Ben Ibrahim Al-Rowaf of Nadj, Arabia. The sheik (above) is the hereditary ruler of

20,000 subjects. At present he is guest of R. Wilson Evans of Dunedin, Fla. His white mare, Reymish, is a 4-year-old saddle horse. Below, a section of the side arena boxes.



BILL STERN BROADCASTS A HARVARD FOOTBALL GAME

FROM THE BROADCASTING BOOTH, STERN DESCRIBES THE BANDS PLAYING ON HARVARD'S SOLDIERS FIELD

N. B. C.'s ace football reporter visits teams for facts, color

Every Saturday during the autumn 13,000,000 U. S. radios are tuned in on football games. From 9,000,000 of these radios, according to listener surveys, there comes at some time during the afternoon the vibrant, slightly nasal voice of Bill Stern, top N.B.C. sports announcer, broadcasting the week's most important game. Stern is a new kind of football reporter and in most listeners' opinions, a better kind. He wastes no time on rhapsodies about pretty girls and sunset on the distant hills. In describing the game, Bill Stern is first of all accurate, then full of infinite detail about the teams, their coaches and players.

To achieve such accurate Saturday results Stern must work hard all the week long. He must become familiar with two teams he has never seen before, learn new names and numbers, know exactly the kind of football they will probably play on Saturday. To do all this, he leaves New York Wednesday night, visits both teams at practice. Thursday and Friday are spent in picking up facts and color about teams, players and substitutes, getting from both coaches highly confidential information on their plans for the game. By Saturday afternoon he is a working encyclopedia of football. In this way he has covered the whole country in the last eight weeks, visiting Washington, Minnesota, Notre Dame, Indiana, Harvard, Princeton, Illinois, Navy, California and Ohio State.

The pictures on these pages were taken by LIFE's Photographer Eric Schaal as Stern prepared for this year's Harvard-Princeton broadcast. They show some of the places he visits, the people he talks to, the efforts he makes to get accuracy and color.



1 Bill Stern visits Princeton, checks in with Assistant Trainer Eddie Zanfroni, asks End Stanley if his ankle is badly injured. It isn't.



2 He watches practice with his "spotter," who will identify Princeton players on Saturday.



6 On Friday night, in his hotel, Stern analyzes material, writes copy for opening, half-time, closing speeches.



7 Telephone men, late Friday afternoon, install a complicated system of wires within the broadcasting booth.



ON FRIDAY COACH HARLOW OF HARVARD (STANDING) RUNS OFF MOVIES OF LAST WEEK'S GAME TO LET STERN STUDY TEAM'S TACTICS. STERN IS SITTING BELOW HARLOW



3 At Harvard genial Coach Dick Harlow tells Stern which trick plays to watch.



4 While Stern looks on, Harvard runs through new plays against coaches (wearing pads). Stern is careful to learn the Harvard offense, one of the country's trickiest.



5 Athletic Director Bingham greets Stern, tells many informal stories about the Harvard team.



8 A parabol microphone is installed on booth by N.B.C. engineers. Mike picks up noise from crowds and bands.



9 Engineer Tony Hudson loyally nails famous large N.B.C. banner to front of the broadcasting booth.



10 Ready to go, Stern hand-signals spotters and engineers. No word is spoken within the booth except into microphone.

(continued)

BILL STERN PICKS AN ALL-AMERICA BASED ON GAMES TO NOV. 12

Of all the football reporters in the country this autumn, Bill Stern probably has the best overall knowledge of teams and players. Unlike newspapermen, who generally stick to their local teams, Stern has ranged over the whole country. By picking the best football game of each weekend he had, by Nov. 12, seen ten of the top teams in action. He talks with coaches, players, experts, alumni everywhere. Then, twice a week in New York, he edits a football newsreel (right), sees movies of the games he has missed.

After his coverage of the Notre Dame-Minnesota game, LIFE asked Stern to pick a 1938 All-America team. With three weeks of the season left to go, this was obviously risky business but Stern was willing to try it.

To help him make his choices, Stern sent out telegrams to 114 widely-scattered N.B.C. stations, asking for their All-America teams. Then he tabulated the replies, reviewed the record of each candidate, made his final selections. In the box below is his starting team, plus a second squad which, according to Stern, would play just about as good football.

ALL-AMERICANS 1938

STARTING TEAM

BRUD HOLLAND—Cornell	END
AL WOLFF—Santa Clara	TACKLE
HARRY SMITH—U.S.C.	GUARD
KI ALDRICH—T.C.U.	CENTER
ED BOCK—Iowa State	GUARD
ED BEINOR—Notre Dame	TACKLE
JOHN WYSOCKI—Villanova	END
DAVEY O'BRIEN—T.C.U.	BACK
GEORGE CAFEGO—Tennessee	BACK
BOB MACLEOD—Dartmouth	BACK
MARSHALL GOLDBERG—Pitt.	BACK

REPLACEMENTS

BILL DADDIO—Pittsburgh
I. B. HALE—T.C.U.
GUS ZITRIDES—Dartmouth
ED LONGHI—Notre Dame
FRANCIS TWEDELL—Minnesota
ED GATTO—L.S.U.
EARL BROWN—Notre Dame
GRENVILLE LANSDELL—U.S.C.
SID LUCKMAN—Columbia
KENNY WASHINGTON—U.C.L.A.
ERNIE LAIN—Rice

ADDITIONAL BACKFIELD REPLACEMENTS

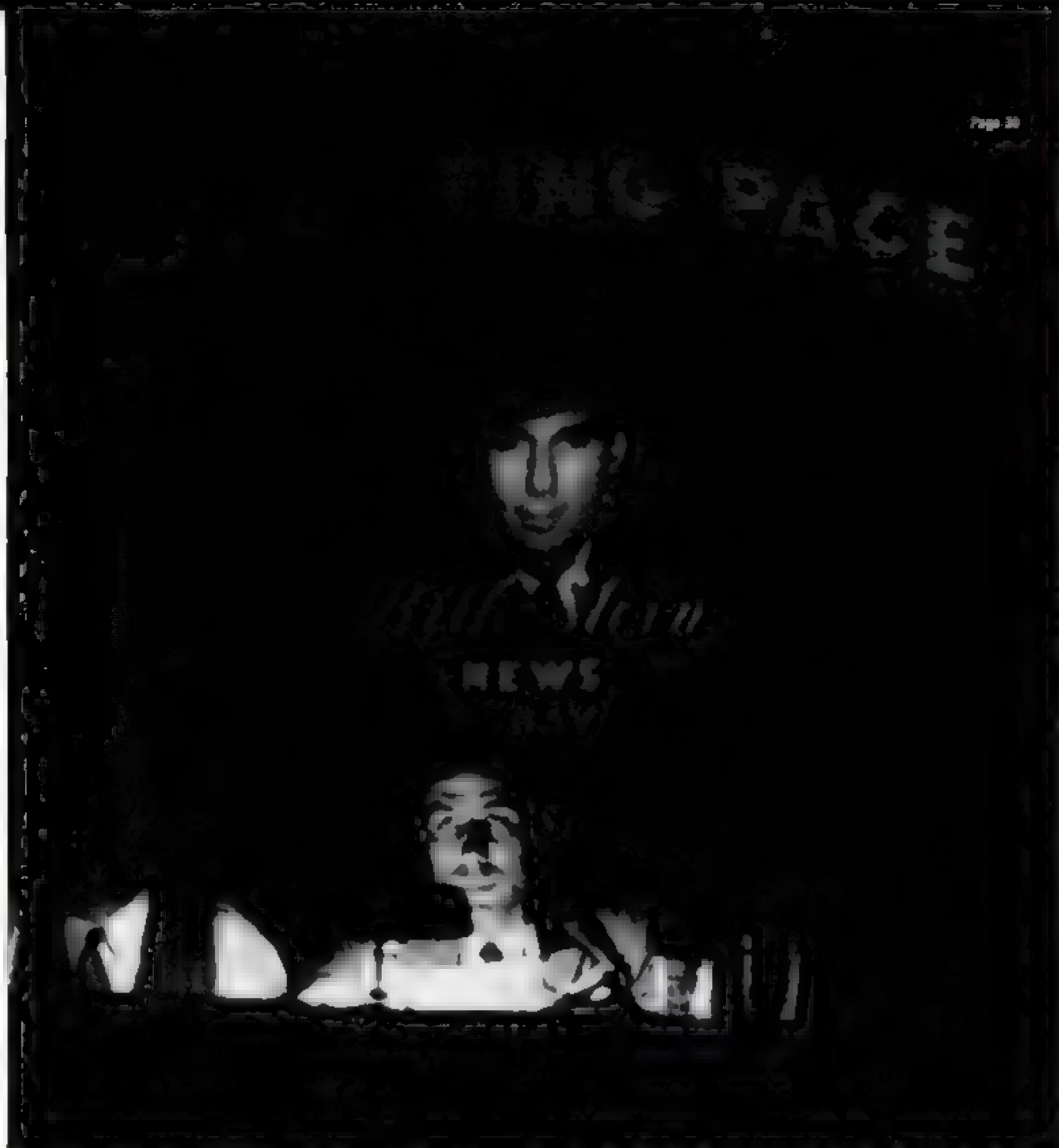
BERNIE JEFFERSON—Northwestern	BILL OSMANSKI—Holy Cross
TOM HARMON—Michigan	HOWARD WEISS—Wisconsin

Respectfully submitted,

Bill Stern

Stern's All-America is a team that should work well together. The backfield has weight, speed, brains. Goldberg is a blocker, MacLeod a runner, Cafego a kicker, O'Brien

a passer. The ends are strong, smart and play hunches well. The middle of the line is fast, averages 208 lb. Aldrich is one of the strongest defensive centers in history.



FOR NEWSREEL, STERN RECORDS DESCRIPTION OF A GAME. MOVIE SCREEN IS REFLECTED ON GLASS ABOVE HIS HEAD



IN BOOTH STERN IS ANALYTICAL (ABOVE), EXCITED (BELOW)





The high sign of refreshment



© 1954 THE Coca-Cola COMPANY

It's the refreshing thing to do...to pause
for ice-cold Coca-Cola. This pure refreshment
does things for thirst that everybody likes.
And so, *the pause that refreshes* with ice-cold
Coca-Cola is America's favorite moment.



GET THE FEEL OF REFRESHMENT
AT THE SODA FOUNTAIN

WHY FIVE ROSES....IN A FOUR ROSES AD?



IT WAS A NEW JERSEY FLORIST who suggested that the greatness of Four Roses Whiskey could best be proved with five roses.

Said he: Knowing how you people make Four Roses, I thought you'd be interested in a beautiful new variety of rose which has been developed to match the subtle character of your four different varieties.

We asked him to send us 11 five roses — the five he gave us.

Each of the four roses in the vase is a different variety. But the fifth rose is the most exquisite of them all. For this is the rose achieved by patient breeding and recrossing. The result combines the best qualities of the other four.

In much the same way, Four Roses Whiskey is a deliberate combination of four fine old single-grain whiskeys merged together to make a whiskey that's finer still. Four Roses.

Doesn't it sound like the whiskey you've been hoping to find? Just try it and see! Ask for Four Roses at your favorite bar or package store today. You'll find that Four Roses costs a little more than some other whiskeys, but when you taste it, we think you'll be mighty glad you paid the difference.

Four Roses is a three-star brand with a seal of approval from the Department of Agriculture. It is a product of the Four Roses Distillery, Inc., Louisville, Kentucky.

The Four Roses Distillery, Inc., is a member of the American Distillers Association. The Four Roses Distillery, Inc., is a member of the American Distillers Association.



Lighted dental instruments—dentist strokes and searches in patient's mouth for any ties and cracks in the enamel. Tongue depressor at bottom and mouth retractor at top are lighted by same piped handles.

PIPED LIGHT SHINES FOR DENTISTS AND SURGEONS

In 1945 E. I. du Pont de Nemours & Co. discovered a new plastic material. Because of its great transparency the company named it Lucite, proceeded to mold it into combs, candlesticks, steering wheels and other gadgets.

A year later Lighting Engineer Edwin A. Neuggass and Dentist Manuel M. Mashansky of New York City, while handling a round bar of Lucite, were amazed to see that light entering at one end of the bar emerged full strength at the other end. Like a wire transmitting electric current, the plastic piped light. They ordered more bars, joined them to make longer rods and twisted them into pretzel shapes, forming that not only did Lucite pipe light but it actually made right curve around corners. The sides of a rod act like mirrors hanging in a long twisting hallway. A beam of light hits the first mirror, bounces off onto successive ones, ultimately emerges on the other end.

Because Lucite always remains cool, however much light it carries, Mashansky and Neuggass foresaw its medical uses. They molded Lucite into medical instruments with electric bulbs at the handles. Last month the Curvite Products Co. showed these instruments at a meeting of the American College of Surgeons in New York City.

Physicians and dentists can now use single depressors or mouth retractors, both which light up a patient's mouth. Surgeons can hold open an incision with illuminating retractors that remain cold, however long used. Leg or arm splints made of Lucite permit a doctor to examine the bearing of a bone fracture without removing splints. And eventually Lucite may take the place of X-ray signs, can be used to illuminate objects in display windows.



Plastic rods are cut into standard lengths, softened in special oil, and finally stamped into various shapes. Lucite costs \$1.25 per lb.



Inspection of rods by Edwin A. Neuggass reveals any flaws in structure before further manufacturing steps. Note how light transmitted from source at right shines brightly upon Mr. Neuggass' shoulder.

CONTINUED ON NEXT PAGE



Testing a plastic rod with a photometer for efficiency reveals that the emerging beam is as strong as daylight and that very little light comes out of the sides of the rod.



Medical instruments include a throat retractor for oral operations, a probe for tonsil work and three surgical retractors for lighting up incisions and spreading them apart.

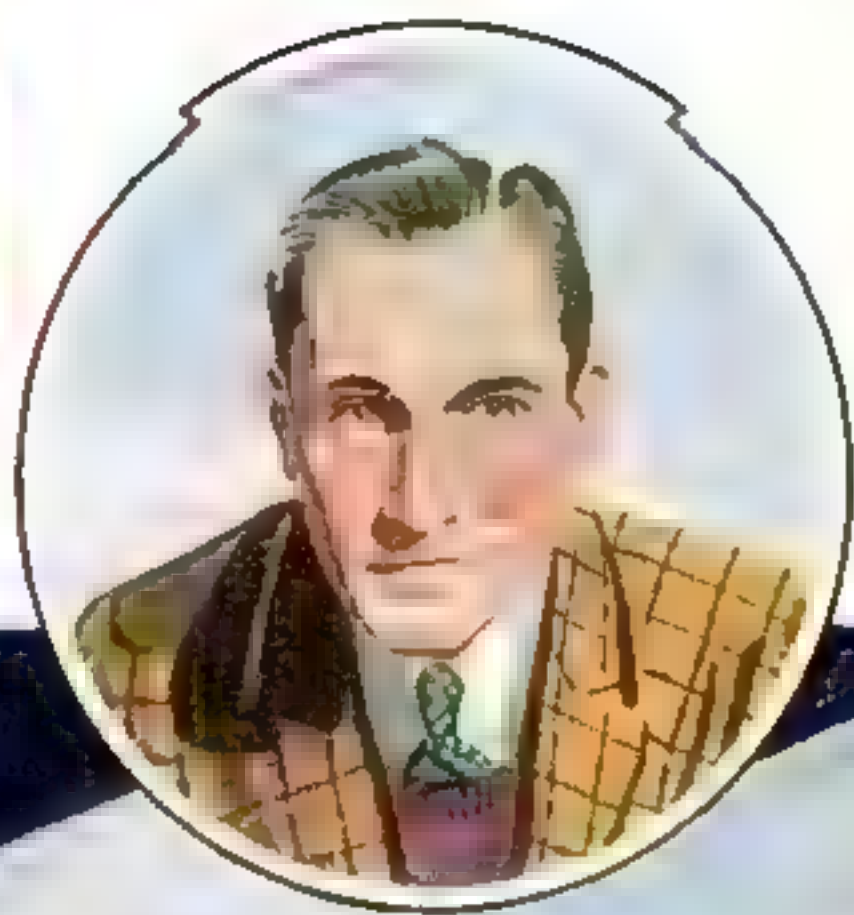


Curved rod is used by dentist to illuminate the inside of a patient's mouth. The light from a powerful bulb in the handle of the rod escapes at the roughened end and gives ideal

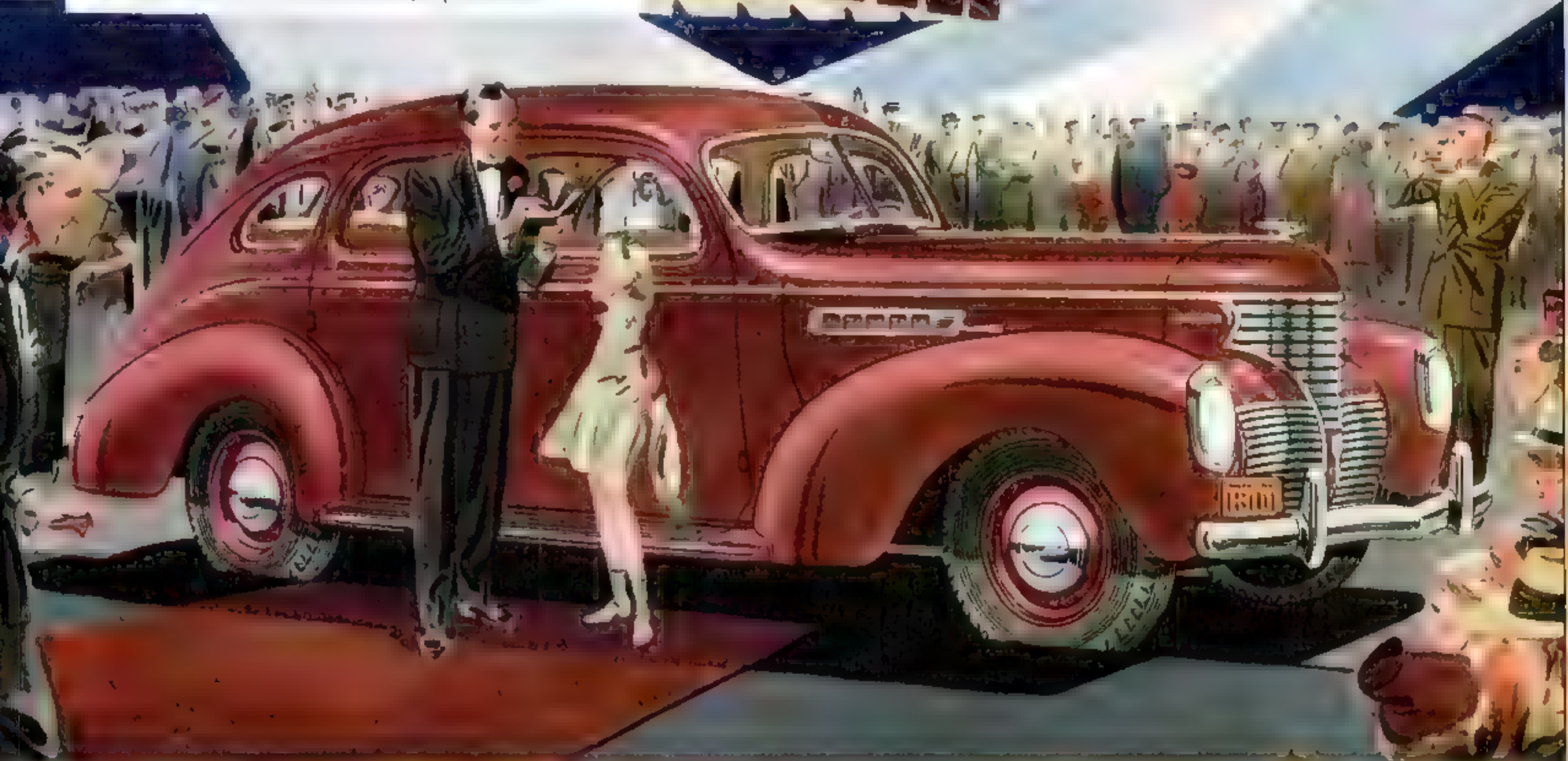
visibility without hampering the dentist in his work. If necessary the rods could be as long as wanted and of any desired shape without any considerable loss of brightness.

FREDRIC MARCH

CALLS HIS DESOTO A STAR PERFORMER!



1 IT'S A HOLLYWOOD PREMIERE... the cinema capital's smartest event... and popular Fredric March arrives in style in his new Streamline Styled De Soto. Mr. March's latest starring vehicle is "Trade Winds," a new Walter Wanger production.



IT'S TRUE

"—this New De Soto is the Sweetest-handling Car I've Ever Driven... It's got Everything!"

Fredric March



2 "THERE'S REAL SAFETY in Streamline Styling. I feel much safer driving at night with those Wide-Range Safety Headlights. They identify the car's full width."



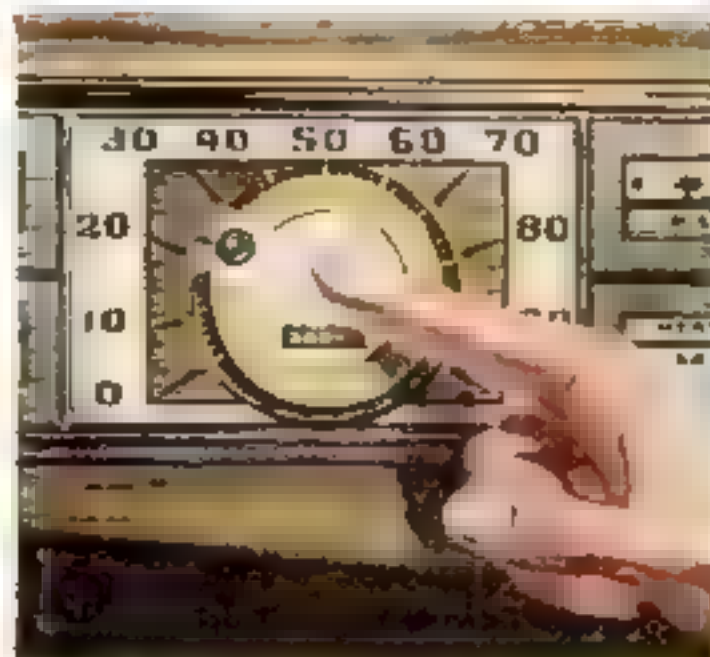
3 "NEVER SAW so much luggage space before! Believe me, I've carried bags, tackle, all sorts of equipment—and still have had room to spare. And there's no trunk 'bustle'."



4 "REAL ROOM FOR SIX big people. And look at that Full-View Windshield! It's much higher and wider—a splendid safety feature."



5 "DE SOTO'S HANDY-SHIFT is the easiest gear-shift I've ever used. And with the old floor-lever gone, there's loads more room."



6 "THE SAFETY SIGNAL speedometer shows green, amber, and then red, as your driving speed increases. This De Soto's got everything!"



7 RIGHT DE SOTO is packed with extra-value features... but still priced just above the lowest! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

**SEE YOUR
DE SOTO
DEALER
FOR A GREAT CAR... FINE
SERVICE & A SQUARE DEAL**

TUNE IN MAJOR BOWEN'S ORIGINAL AMATEUR HOUR, COLUMBIA NETWORK, THURS., 9 TO 10 P. M., E. S. T.



El Morocco in full swing on opening night. Four hundred people jammed the room. Table on right is regularly reserved by William K. Vanderbilt.



On the zebra benches of El Morocco, familiar to all flowers of New York night life, sit Society Reporter Patricia Coffin and a Mrs. Dorothy Sperber.



Lili Damita, movie veteran, waits in lobby for Mr. & Mrs. Jack Warner, Mr. & Mrs. Jules Brulatour (Hope Hampton), Andy Lawlor, a talent scout



Alfred Gwynne Vanderbilt comes frequently but often orders only Coca-Cola. Until his marriage he was hailed as America's most eligible bachelor.



Libby Holman, torch singer; **Clifton Webb**, dancer; and **Valentina Schlee**, Broadway's most spectacular dress designer, enjoy highballs at center table.



The Lambeth Walk. This ritual strut which is performed to only one tune has become a fixture at New York night clubs. It's as popular as it is easy.



Ciro, the Sommelier, keeps the store of champagne and Scotch for the habitués and sons of habitués of El Morocco. Note his silver chain of office.



THEATER

WALTER HUSTON KIDS AN EARLY AMERICAN DICTATOR

The peg-legged dancer above is one of a great gallery of historical personages this year on Broadway. In fact, so crowded has the theater become with resurrections of Abraham Lincoln, Oscar Wilde, Jesse James, Gilbert & Sullivan, Marie Antoinette, Danton and Robespierre, it resembles a history text.

None of these portraits is more engaging than Walter Huston's Pieter Stuyvesant in Maxwell Anderson's musical comedy *Knickerbocker Holiday*. As a hearty Dutch Governor, he abandons the serious roles for which he is famous, puts on balloon breeches for a holiday of his own, sings Kurt Weill's nostalgic music, stomps around all night and even dances gaily on his silver leg. He abolishes the venal Dutch council of New Amsterdam (1647), declares a dic-

tatorship, selects young Tina Tienhoven (Jeanne Madden, above) as his bride. But Tina is already in love with Brom Broeck whose obstinate refusal to take orders makes him, in Author Anderson's opinion, the first true American. Jailed, Brom escapes hanging when Indians burn the jailhouse, fires the Dutch burghers to reject dictatorship for what he calls that "government by amateurs," democracy.

A sly but muddled poke at the New Deal, *Knickerbocker Holiday* is sometimes funny, sometimes coy, sometimes heavy handed, at its best when it quits talk for song. Wittiest lyric: "And he insists on eating, He insists on drinking, He insists on reading, He insists on thinking. Free of governmental snooping and a governmental plan. And that's an American."

MOVIE OF THE WEEK:

The Cowboy and The Lady

The first big hit in movie history was a 12-min. Wild Western called *The Great Train Robbery* (1903). Since then cowboy pictures have had two big booms, in the pre-War Vitagraph era and in the Zane Grey heyday of the early 1920's. Today Buck Jones and Gene Autry are unknown to the big city picture palaces, but in the small towns they still lead Garbo and Hepburn. Some of Hollywood's annual output of 300 pictures are still what the trade calls "horse operas," and they are still a staple mine of profits.

Most Westerns are made at breakneck speed in three to seven days, cost \$7,000 to \$15,000 (compared to a million for a feature), use the stock ingredients of good cowboy, bad town, lady in distress, pursuit over prairie, gun battle and clinch.

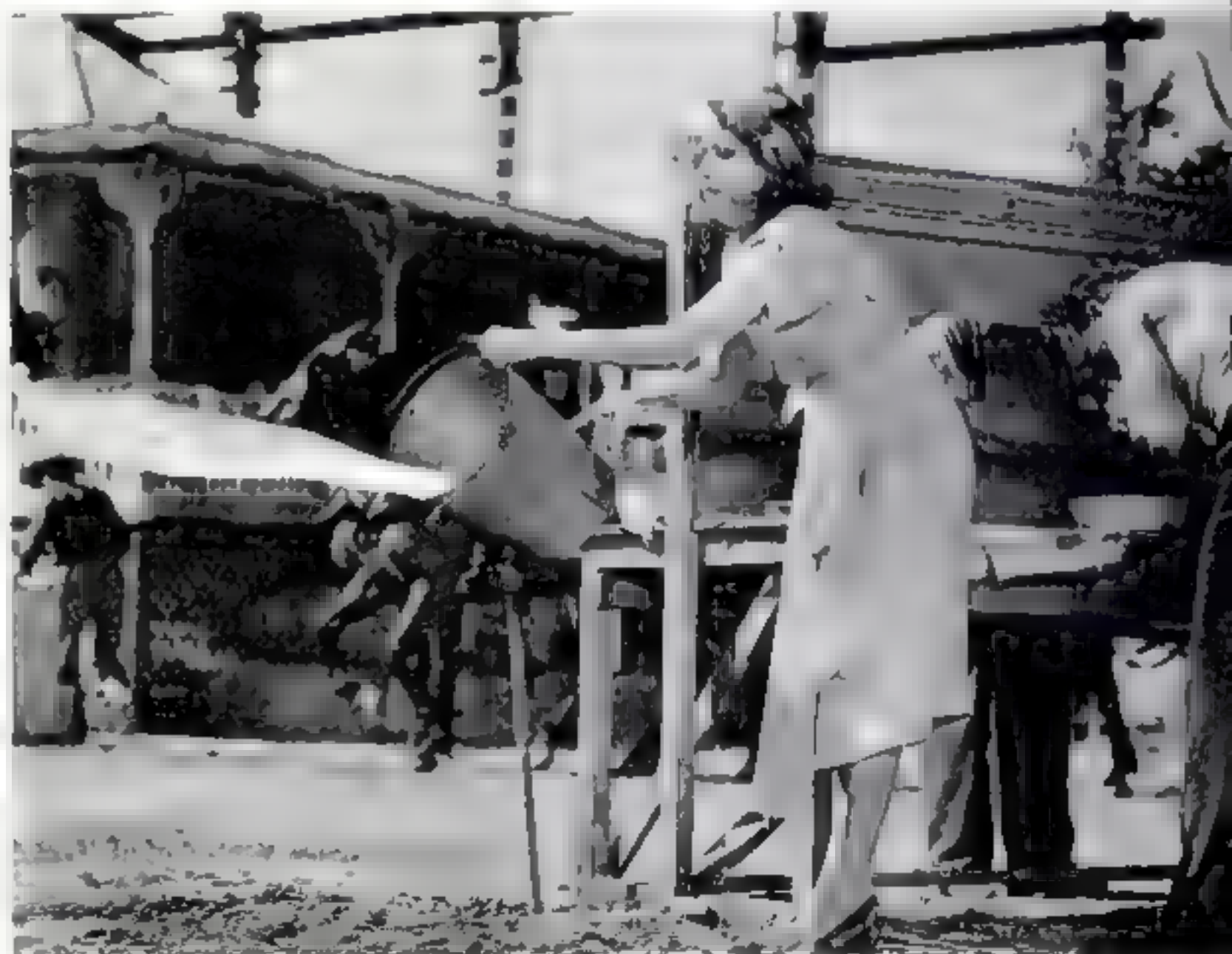
Now, after an eclipse among sophisticates, the lowly Western is about to put on swank and come into its own. Major studios are planning horse operas on a million-dollar scale, with top stars like Tyrone Power, Errol Flynn and James Cagney in spurs and ten-gallon hats. First of this new cycle to reach the screen is Samuel Goldwyn's *The Cowboy and The Lady*, which was rewritten by seven Hollywood authors, then shot and reshot until it cost \$1,750,000. In it Gary Cooper (right) is a modern cowboy who travels with a rodeo, sprinkles hay rum on his hair, falls in love with the glamorous daughter (Merle Oberon) of a rich Presidential aspirant. When she marries him under false pretenses, he returns bitterly to the cow country, only to find her waiting there for him, contrite in a dandified ranch house.



PATSY KELLY AND WALTER BRENNAN CLOWN ON A DUMMY HORSE TO START PUBLICITY FOR A WESTERN CYCLE



An unexpected bath in her Palm Beach pool is punishment meted out to Merle Oberon by Gary Cooper for having toyed with him on a blind date, led him to propose to her



Life in a lent rodeo is no bed of roses for wealthy Merle after she has sailed with Gary on a freighter to Galveston, been married by the ship's captain. She soon leaves him, returns to her family



Romance triumphs when Merle's father gives up Presidential ambitions, permits her to join the cowboy to whom she has given her heart.



CONTINUED ON NEXT PAGE



On sun-porch of her Santa Monica ocean-front home, Merle Oberon chats with English friend Mrs. Douglas Fairbanks Sr. The former Lady Ashley, who strokes the Fairbanks

dog, Polo. A gay and forthright English girl, even more attractive off screen than on, Merle makes light of filmdom's glamor craze, always wears white clothes, commutes be-

tween Hollywood and London acting alternately for Samuel Goldwyn and Alexander Korda, is called a British edition of lovely screwball girl Carole Lombard (LIFE, Oct. 17)



MERLE BATS A MEAN GAME OF PING-PONG



AT A FILM PICNIC SHE USES A CRICKET BAT



SHE IS JAILED AND FINED FOR STRIKING OUT

You Can See it's Bigger. Yet the Prices are Lower!



HERE IS THE BEAUTIFUL, NEW 1939 PLYMOUTH "ROADKING" Two-Door Touring Sedan—bigger, more beautiful than ever. See it at your nearby Plymouth dealer.

IMAGINE
YOUR OWN
NEW PLYMOUTH
THIS YEAR
AND YOU'LL
KNOW IT'S TRUE

1. Glamorous New Styling
2. Bigger Car—114-in. Wheelbase
3. New High-Torque Engine Performance with New Economy
4. New Perfected Remote Control Gear Shifting—new easier way
5. New Auto-Mesh Transmission
6. New Amola Steel Coil Springs
7. "Safety Signal" Speedometer
8. New Streamlined Safety Headlamps—greater road lighting
9. Time-proven Hydraulic Brakes
10. Rust-proofed All-Steel Body
11. Floating Power Engine Mountings

More than Ever, Plymouth is the Best-Engineered Car at Low Price

SO BEAUTIFUL you won't believe it's a low-priced car—yet Plymouth's 1939 models are even lower!

Experience the marvelous new shifting ease of Perfected Remote Control Shifting with Auto-Mesh Transmission—standard on "De Luxe." Learn about the new performance and new ride smoothness.

Easy to own...your present car will probably represent a large proportion of Plymouth's low delivered price...with the balance in surprisingly low monthly installments. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan

MAJOR BOWEN AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.

EASY TO BUY

CONVENIENT TERMS

*1939 delivered prices include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot controls for headlight beam with indicator on instrument panel, ash tray in front and rear, sun visor, safety glass and big trunk space (19.3 cubic feet). Plymouth "Roadking" models start at \$645. "De Luxe" models are slightly higher. Prices include all federal taxes. Transportation and state local taxes, if any, not included. See your Plymouth dealer for local delivered prices.

PLYMOUTH BUILDS GREAT CARS

NEW "ROADKING"
NEW "DE LUXE"





The priceless heritage of a respected name is only one of the assets possessed by these four great Glenmore whiskies. The richness of Bottled in Bond *Kentucky Tavern* finds its counterpart in the other Glenmore brands. Each represents in its field the ideal of whiskey quality. Ask for a Glenmore whiskey when you buy.

Glenmore

DISTILLERIES COMPANY, INCORPORATED
LOUISVILLE OWENSBORO, KENTUCKY



The Glenmore Colonel...symbol of the proud-est names in Kentucky whiskies. Look for him when you want the assurance of quality.



You ought to know
TOM HARDY

A Blend of Kentucky Straight Whiskies—90 Proof



Pour **GLENMORE**
you get more

Kentucky Straight Bourbon Whiskey—90 and 100 Proof



Change to **MINT SPRINGS**
and keep the change

Kentucky Straight Bourbon Whiskey—90 Proof

NEW YORK NIGHT LIFE

NOT FOR YEARS HAVE THE CITY'S NIGHT CLUBS
BEEN AS GAY, AS RACY OR AS ELABORATE



In bright colors on page 36 LIFE shows seven views of the opening six weeks ago of *El Morocco*, a night club which for the third successive year has been the favorite stamping ground of Cafe Society. This year, the most successful in recent night-club history, the N.Y.

Police Department has issued 1,295 cabaret licenses for Manhattan. LIFE presents views of nine of the 40 top night clubs, as a sample big-time evening in New York. It is an expensive choice, a couple phys-

ically and financially strong enough to stand the Night Out on page 44 would spend at least \$60.

Other people can have any kind of a big time in New York that they like. College boys and others with only a few dollars to spend can have fun dancing at the Madhattan Room of the Pennsylvania or at Nick's in Greenwich Village. There is Russian music at Prince Obolensky's *Maisonette Russe* at the St. Regis. Beer drinkers can sample the best imported brews at Luchow's on 14th St. Swing addicts prefer the Onyx and Famous Door on 52nd St. Gourmets and social climbers can spend \$10 a head for dinner at the Colony. There are Balkan huddle dancers

at the Old Roumanian on Allen St. and Tyrolean yodelers at Max's on 86th. Billy Rose's *Casa Mañana* is producing nightly the finest big-time vaudeville since the Palace was turned into a movie theater. The policeman (left) is actually the doorman of Bill's Gay Nineties, a cafe with a museum of early New York mementos.

Real policemen, fortnight ago, crimped the sexier spots by ordering all chorus girls, on the shocked complaint of a Western judge's son, to wear brassieres. No censor has ever dampened another New York night club specialty—the skilful singing of slyly dirty songs by leering Pianist Dwight Fiske (below).



Della Carroll, the *Paradise's* shapely *première stripteuse*, did not bother with this brassiere before police intervention, will probably not bother with it many months hence.



Dwight Fiske sings long dirty stories at the staid Savoy Plaza. A former concert pianist, his most famous line is Mr. Pettibone's "And now, Mrs. Pettibone, if you please!"

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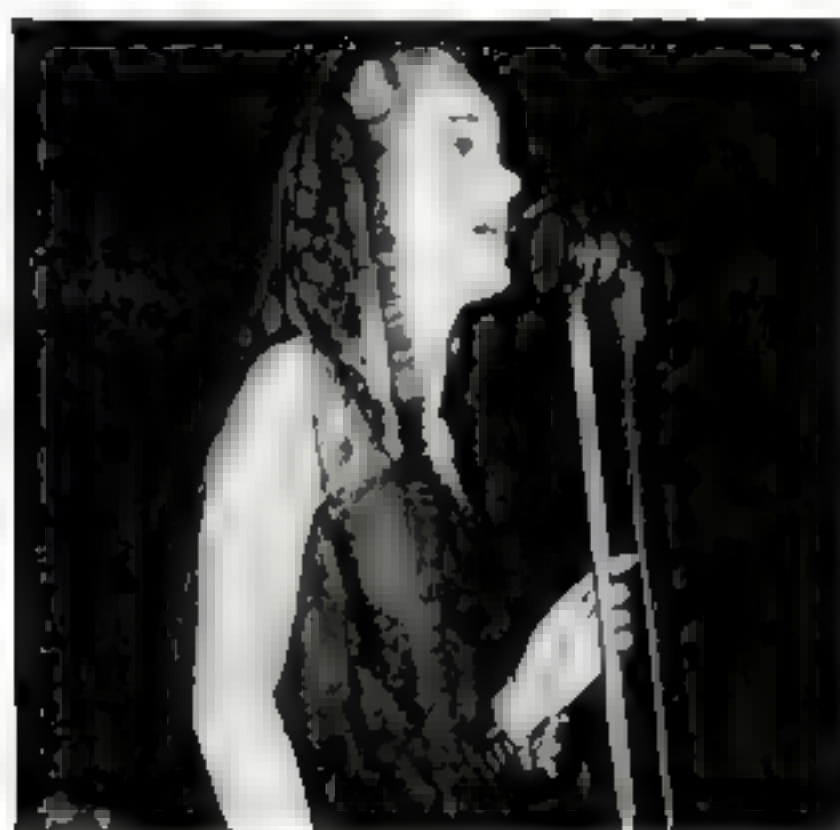
QUICK ROUND OF NEW YORK HOT SPOTS



At the Plaza's Persian Room the internationally-famous Hartmans start their ballroom dances sedately but always wind up in a magnificently tangled and comical confusion.



The Hartmans, Paul & Grace, were serious dancers and magicians before they learned to burlesque both for ballroom audiences. Above, their solemn version of wine & bottle trick.



At the Waldorf, in the formal Sereno room, pretty Colma Wright Jr. sings throatily, and Paul Draper, one of the most skillful tap dancers in America, beats amazing rhythms to Mozart and *Blue Danube*.



Benny Goodman is just across the hall in the Waldorf's informal Empire Room, where afterglows in business suits and society gowns crowd about to listen.



The huge Cotton Club exhibits this rowdy, colorful dance. Cab Calloway's band helps make it the most club in town.



El Rio, a new Brazilian club, promotes the Samba, performed by swaying tightly and with increasing speed.



La Conga, famed rumba resort, is popularizing the Dalgacotta, performed by dancing strenuously, then stopping to face partners.



The Paradise still boasts New York's prettiest show girls. Walter Winchell's 1939 choice for 'class' in the Paradise show is Tap Dancer Greta Day, leaning against dressing table.



Johnny Paine, in a tiny bar in Hotel Elysee, runs a one-man night club by shouting bawdy songs at an upright piano with twice the rhythm and vigor, half the finesse of Dwight Fiske.



NEVER SHEDS! CAN'T GET SOGGY! LASTS LONGER!

**IT'S THE TOOTHBRUSH
WITHOUT BRISTLES!**

The New Dr. West's Miracle-Tuft



Copyright 1934 by West Products Company

DuPont Exton* made it possible!

**Ends animal bristle
troubles forever**

- ① **NO BRISTLE-SHEDDING**—EXTON is uniform—micromatically perfect! Cannot possibly break off or come out in your mouth.
- ② **100% WATERPROOF**—EXTON is non-porous! This new laboratory-made product cannot get limp or soggy when wet.
- ③ **LONGER LIFE**—Scientific tests show that EXTON outlasts animal bristle two to one. Yet, cannot scratch the enamel of your teeth.
- ④ **NEW SPARKLING BRILLIANCE FOR TEETH**—Greater tooth-cleansing power by far than has ever before been possible.

Until now, all good toothbrushes were made with animal bristles. Today, Dr. West's new *Miracle-Tuft* is the single exception. It is made with EXTON, a unique bristle-like filament developed by the great DuPont laboratories, and produced exclusively for Dr. West's.

Exton has none of animal bristle's undesirable qualities. It cannot break, split or pull out. Because each Exton fiber is identical in size and texture you will never find a loose tuft.

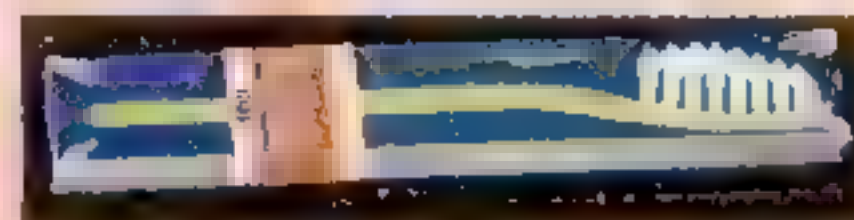
Science brings you the *Miracle-Tuft* Toothbrush as a surer way to lovelier, more attractive teeth. Dr. West's offers it to

you in the world's most popular design and shape!

New or old—throw away your present toothbrush today. It is obsolete! Help yourself to new smiling beauty with a Dr. West's *Miracle-Tuft* Toothbrush sealed in glass, surgically sterile. 50¢ everywhere.

NEW! REDUCED PRICE ON THE FAMED DR. WEST'S WATER-PROOFED TOOTHBRUSH!

GOOD NEWS! The same famous brush that has outlasted all others for years at "the" Made of finest natural bristle, water-proofed against soggy-ness. Now at a price anyone can afford.



* Heretofore all toothbrushes have been made with animal bristles. Now, after years of research, DUPONT EXTON BRISTLE—a product of DuPont Chemistry—has been developed and is used in Dr. West's *Miracle-Tuft* Toothbrush exclusively.

Also try Dr. West's Tooth Paste—an amazingly effective aid to brilliant-white teeth. On sale everywhere.

What is the TURKEY'S Magic Power?



What magic is it in the turkey that makes us all remember, late in November, to give thanks for the blessings that America provides? And why is it, as the royal bird comes in all golden-brown to the table, that appetites are so much lustier? Why are the eyes of the grown-ups and children all so much bigger than the stomachs?

There may be many answers to these questions, but the truth is that the magic is to be found *in ourselves*. One of our blessings is that we have within us the imagination and the happy will to recreate the harvest-time holiday, year by year.

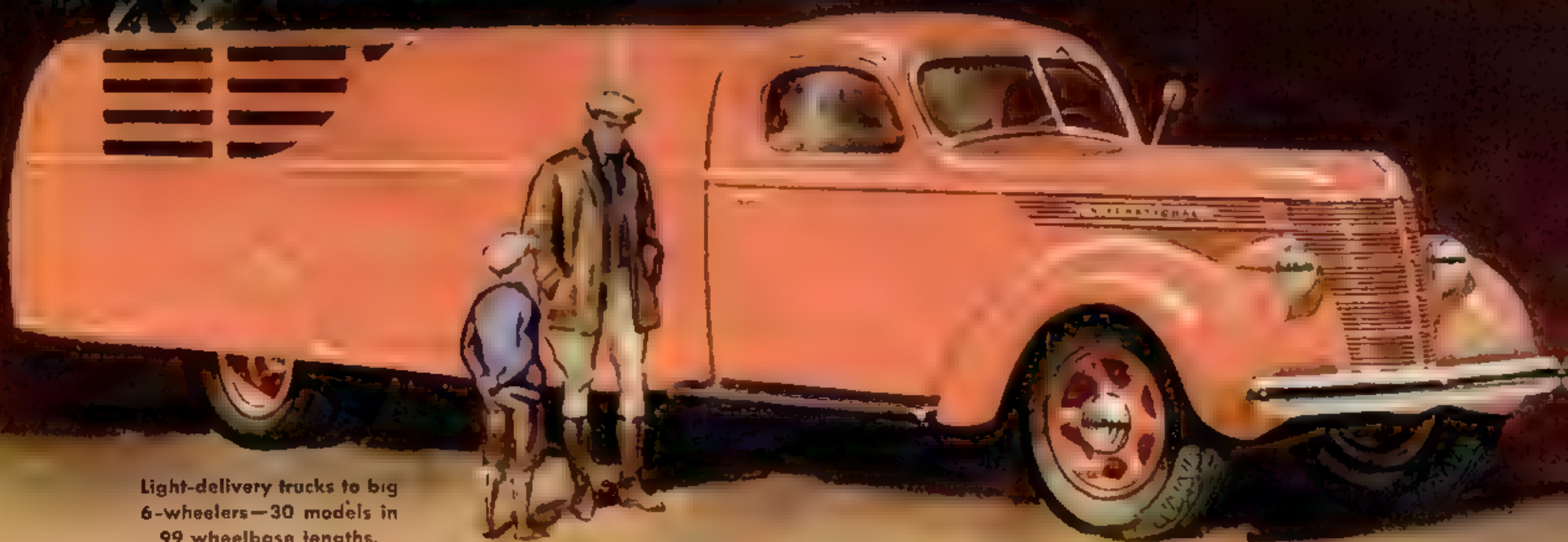
On this day it is our privilege to be thankful for a *thousand other meals served each year to every man, woman, and child in the land*. Probably they are all just as important, lacking only the turkey's gift for drama.

One hundred and thirty BILLION meals a year for Americans! Think of the fabulous stores of food, the careful handling, the countless miles of hauling! Food is humanity's greatest need—our first thought on Thanksgiving Day. Let us be grateful for America's great system of food production and distribution. Let us extend a kind thought this year to our own local sources of supply—the grocer, the meat-market man, and the milk man, who day after day keep our larders stocked with food, garnished with the service we like!

* * *

From farm to factory, to the neighborhood store, to the family kitchen door—food travels *economically* in International Trucks. When you need a truck, try out an International. You will find your *exact* need here. Our Company-owned branches and dealers are always *at your service*.

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 North Michigan Avenue Chicago, Illinois

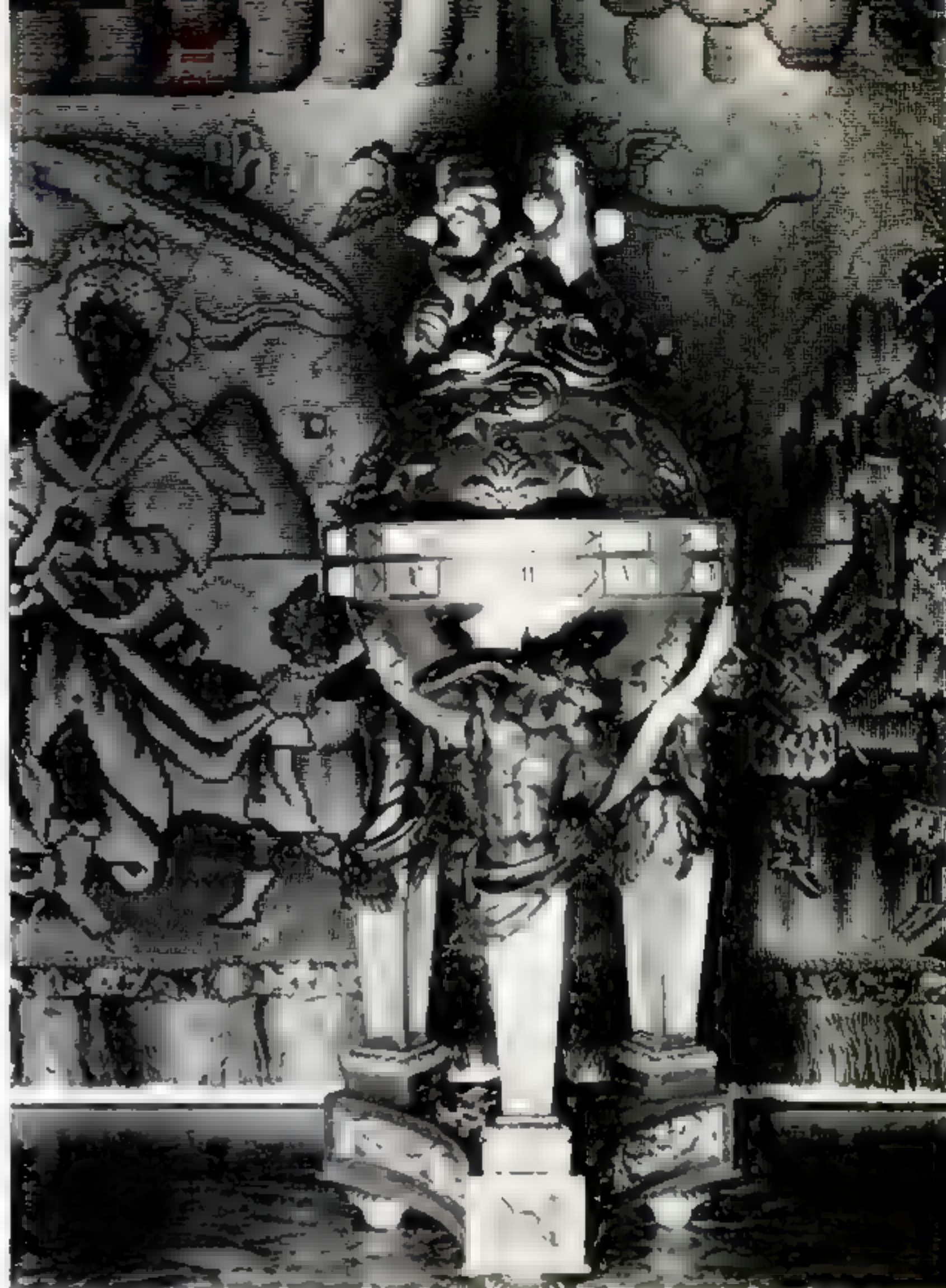


Light-delivery trucks to big 6-wheelers—30 models in 99 wheelbase lengths.

INTERNATIONAL TRUCKS



Wooden horses paw the floor in a Bronx warehouse. They are modern models, valueless as art treasures, but very useful when displaying the Hearst collection of medieval horse armor.



A serpent's head coils up from the base of this ornate 18th-Century French clock. As two horizontal dials indicating hours and minutes, revolve, serpent's tongue points the time.

HEARST'S FABULOUS TREASURES GO ON SALE

LIFE SHOWS FIRST PICTURES INSIDE FAMOUS ART WAREHOUSE

Curiosity runs high among world art-lovers this week because the fabulous art treasures of William Randolph Hearst are going on sale. Most of his \$20,000,000 collection will be sold at a series of sales by Manhattan art dealers, the rest will be divided between museums and members of his family.

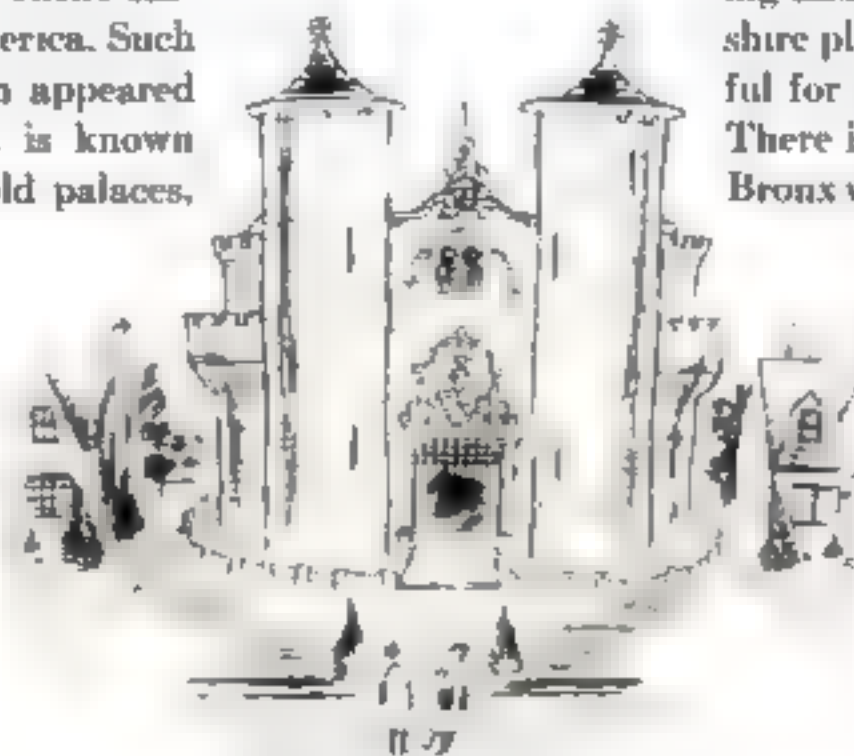
Publisher Hearst belongs to the past generation of rich Americans who piled up vast art collections: Morgan, Mellon, Frick, Huntington. Others confined themselves to special fields, but Hearst collected everything from dinner plates to castles, from crusaders' armor to warming pans.

For years Hearst agents were always present at important European art auctions, usually bidding highest. By rumor entire castles were bought, dismantled, and shipped to America. Such rumors inspired the cartoon (inset, right) which appeared recently in *The New Yorker*. Actually Hearst is known to have purchased more than 50 rooms from old palaces,

and had transported across the sea one English castle, one small Italian church and one Spanish monastery. San Simeon, Hearst's California estate, is a fantastic treasure house. Behind a marble facade of saints and knights rise two Spanish bell towers. Hearst sleeps in Cardinal Richelieu's bed.

Overflowing his estate, most of Hearst's treasure is now stored in five great warehouses of which the greatest is a grim, barred building in The Bronx. LIFE's cameraman, Herbert Gehr, is the first photographer ever allowed inside this huge arsenal of art.

Now 75 years old, Hearst, anxious to leave his heirs with cash, is selling and giving away his treasures, including the Staffordshire plates below. Americans will grow increasingly grateful for Hearst's art as Europe grows increasingly insecure. There is no doubt that a Spanish monastery is safer in a Bronx warehouse than it would be on a hillside near Madrid.



"My wife snugged it up at a Hearst sale"



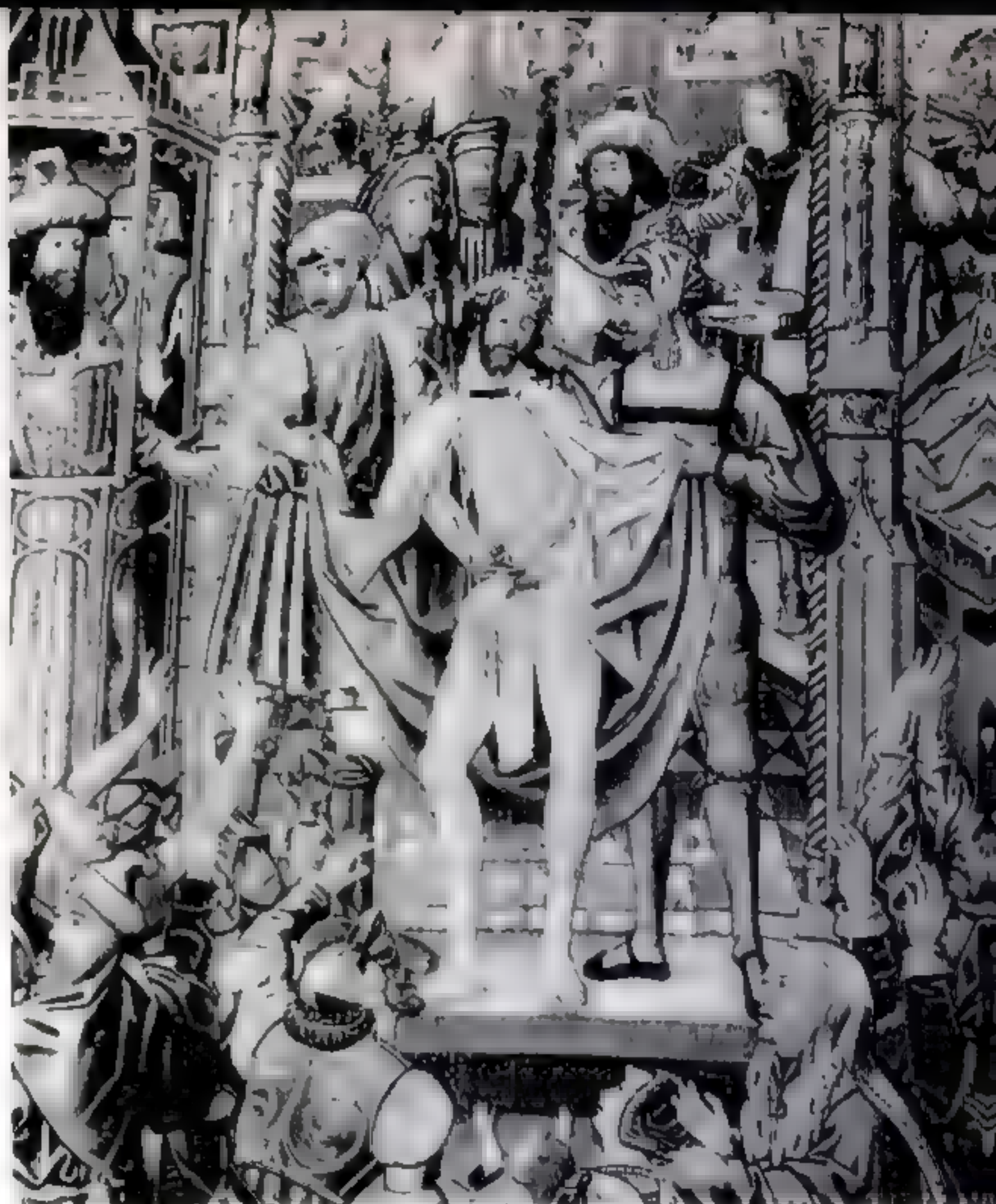
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Hearst's Warehouse of Art (continued)



Hidden from the world, protected by armed guards, over 200 paintings hang on slung racks in a steel vault in Hearst's Bronx warehouse. They include valuable Van Dykes, Titians, Reynoldses. Eventually most of them will hang in museums for everyone to enjoy.

An obscure Egyptian mummy about 3,500 years old arrived in the warehouse with a batch of treasures. Hearst owns many Egyptian papyri and a small fleet of ancient Nile boats. More than 250 volumes, with more than 200 pages each, would be required to catalog Hearst art.



"**Ecce Homo**" (*Behold the Man*) is the name of this late 15th-Century Flemish tapestry, showing Pontius Pilate presenting Christ to the people. Wearing his lands above Christ, Pilate is the long-bearded man. Before Hearst bought it this tapestry was in the collection of J. P. Morgan.

Through Austrian cathedral windows of the 15th Century, Bronx sunlight streams over covered treasures. Five years ago a French woman glazier stole similar windows from an ancient church in Normandy, sold them to Hearst. When the fraud was discovered, windows were returned.





Gilded and painted, this piece of 15th-century Flemish sculpture, *Flight into Egypt*, shows the Virgin Mary on a donkey, carrying the infant Christ. Carved from wood, it is part of a magnificent collection of medieval art. Madonnas are Hearst's specialty.

World's finest private collection of medieval armor belongs to Hearst. The long-tued outfit at the right belonged in 1480 to Prince Eitel Fritz von Hohenzollern, relative of Germany's ex-Kaiser. The pointed toes had no use except to look fancy.



There are now **2** new SCHICK SHAVERS



ufacture, patents that the Courts here and abroad have declared valid—and the experiences of more than 2,000,000 users. What other shaver can make any such claims—truthfully?

Any man can use a Schick Shaver

We have never met an individual who could not get satisfactory shaves from a Schick Shaver when he understood this method of shaving. He must learn the proper way to use it. Should his skin be very tough and his beard heavy, he may require a cutter adapted to his individual conditions.

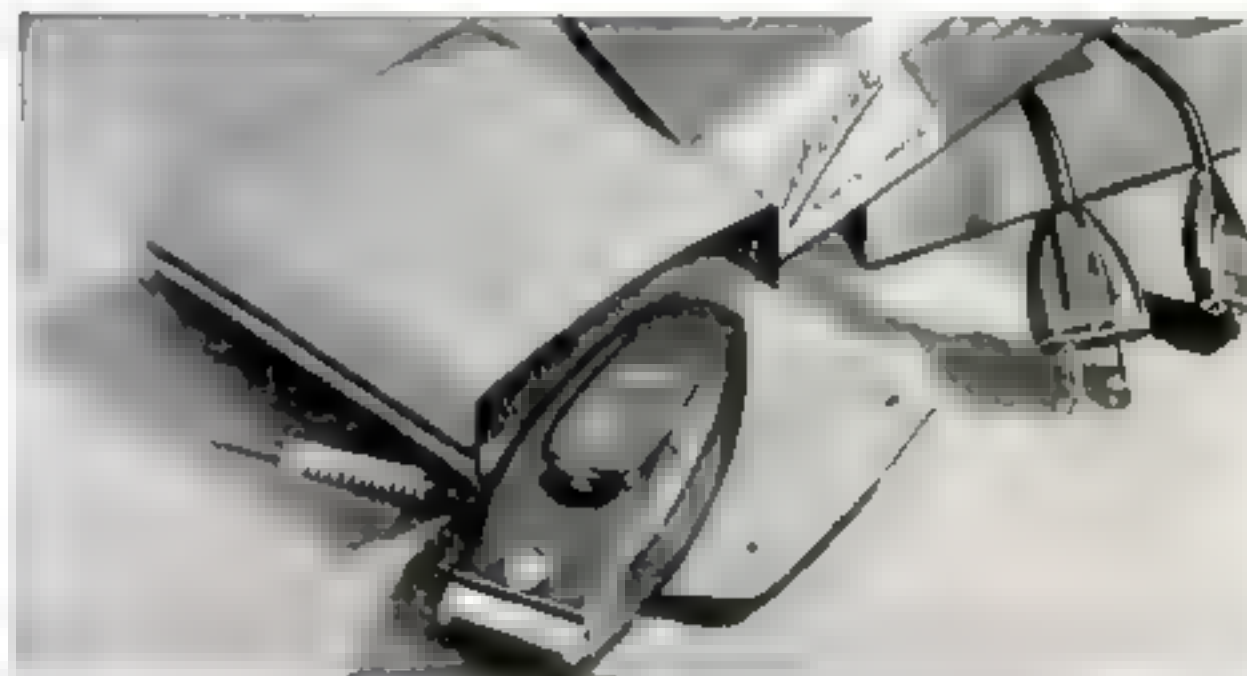
Schick Shavers are designed to shave quickly and closely without injury to the skin. That is the priceless value of a Schick. And if you are to be free from lather and blades, why not get all the benefits of dry shaving by insisting on a Schick Shaver?

Authorized Schick dealers and Service Stations will demonstrate the Schick Shaver. Do not let another day pass without enjoying the pleasure of Schick shaving.

1—New Improved Standard Schick \$12.50 (A.C. & D.C.)

This shaver is made for the utmost economy in shaving and to give quick, close and comfortable shaves. Every part is of highest quality. Recent improvements have increased the power of the motor and insure long service with the minimum of trouble.

It is backed by twenty years' research, nearly eight years' actual man-



2—NEW "Colonel" SCHICK \$15 (A.C. & D.C.) SHAVERS

This is the greatest luxury a man may own for his personal comfort. A new, rugged, high-speed, super-powered motor drives the shearing head so the heaviest beard cannot slow it down below quick-shaving speed.

Here are the features of the "Colonel" Schick Shaver:

1. The patented Schick shearing head, correct as the multiplication table, perfect for quick, close shaves.
2. Strong, ribbed, non-warping bridge keeps its shape and working qualities.
3. Oil-less bearings, with a ground and lapped shaft fitted to two ten-thousandths of an inch.
4. Contact points in open space over armature, creating forced ventilation.
5. New field design in relation to arma-

ture gives double power with less than an ounce additional weight.

6. Bridge-ribbed case prevents warping which might disturb registration of the cutter.
7. New Schick "patent applied for" coil improves motor, gives instantaneous, constant and dependable high-speed.
8. Motor locked in four places, prevents shifting and possible loss of registration of cutter.

The "Colonel" is a beautiful shaver in a flecked-burgundy case with a beige cord—the finest gift any man could receive, for it brings shaving luxury into his life.

An authorized Schick dealer near you will show you the new "Colonel" Schick Shaver or will get one for you.

SCHICK DRY SHAVERS, INC., STAMFORD, CONN. Western Distributor: Edson, Inc., San Francisco. In Canada: distributed by Canadian General Electric Co., Limited

Schick Dry Shaver, Inc., has no connection with the Magasine Repeating Razor Co., which manufactures and sells the Schick Injector Razor



LLAMAS WERE IMPORTED TO CALIFORNIA FOR W. R. HEARST'S SAN SIMEON RANCH.



CROSS AS SYMBOL: CALIFORNIA'S NO. 1 EVANGELIST, AIMEE MAC PHERSON

CUCKOO

SCREWY CALIFORNIA MAY BE

There are two Californias. One is the pleasant, moderate, sensible northern half of the State. The other is Southern California which is just as pleasant as the northern. But it is vastly more immoderate and considerably less sensible. Sometimes, in fact, Southern California seems absolutely screwy.

There are many observers who deplore California's daffiness and are disturbed by it. But those who are most disturbed are also most hopeful. They feel that when the people have adjusted themselves to this comparatively new home, they will build a wise and moderate culture, like that of the ancient Greeks. They hope that Southern California, favored by its climate and its energetic people, will be the future Athens of America.

It is, beyond doubt, a beautiful land. The climate is agreeable and delightfully varied. The soil is prodigiously fertile. The population has doubled in every decade since 1850. The people who have poured steadily in have thrown great dams across rivers, built great aqueducts, pumped oil up from the sea bottom, set huge telescopes up in mountain-top observatories. They own more autos per capita than people anywhere else in the U. S. They have founded the best public schools in the country. They have adopted a fine, healthy, out-



PAGODA ARCHITECTURE WAS IMPORTED FOR A LOS ANGELES ORANGE STAND

LAND...

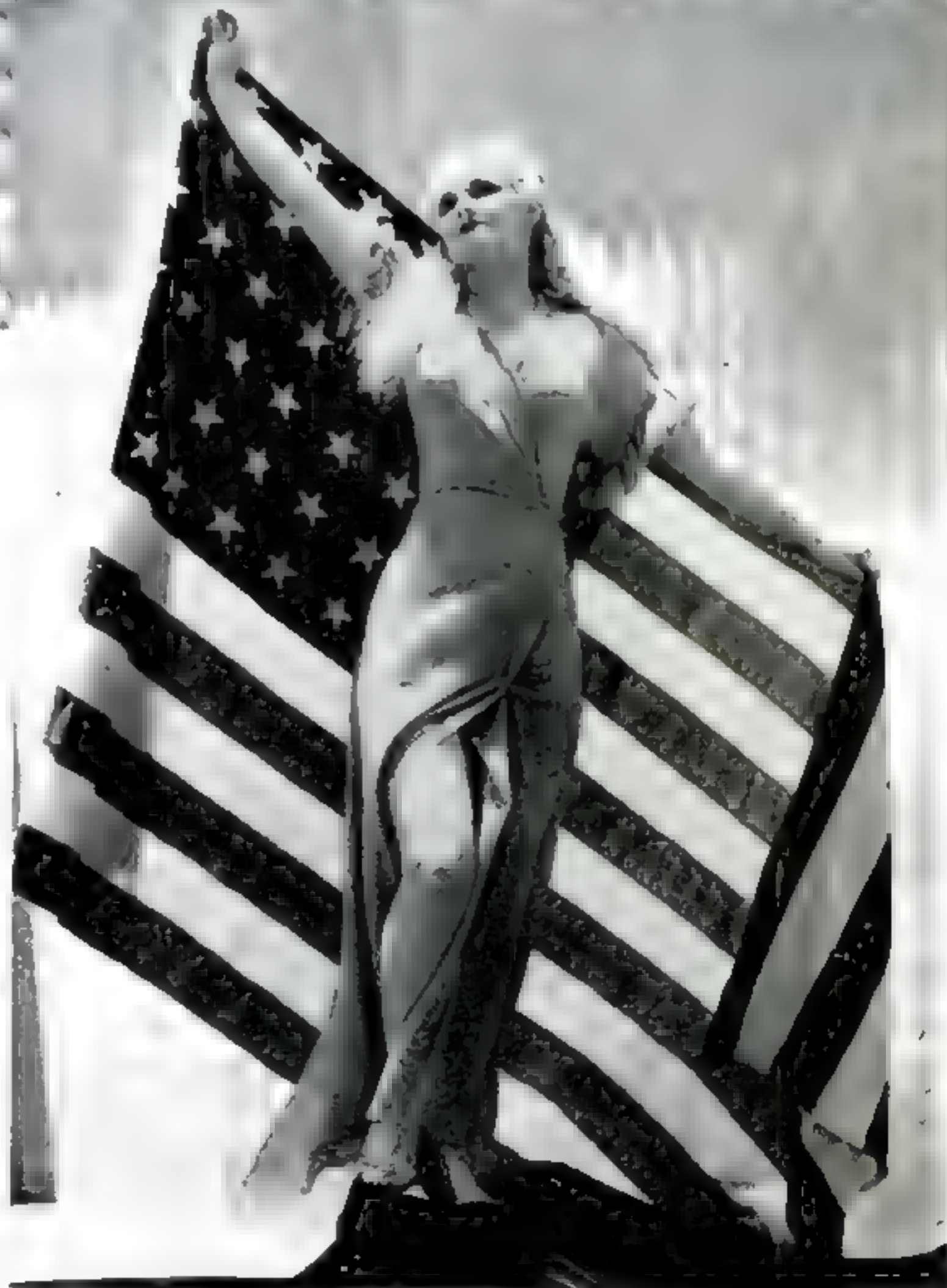
THE FUTURE ATHENS OF AMERICA

door way of living and are breeding the most handsome children in the world.

But this lovely place is corrupted with an odd community giddiness. Such giddiness infects all of America. In Southern California it has erupted most wildly. Nowhere else do eccentrics flourish in such close abundance. Nowhere do spiritual or economic panaceas grow so lushly. Nowhere is undisciplined gullibility so widespread. And nowhere does man seem so unconcerned about the addlepaters who surround him.

California is somehow just the place that fabulous William Randolph Hearst would choose for his San Suncion empire. There, he fills castles with fine art (see pp. 47-49) and puts llamas on his hillsides. It is just the place where the world's most flamboyant evangelist, Amee Semple MacPherson, would flourish, attracting a congregation of 35,000 people, getting them to build her a \$1,500,000 temple. In California it seems quite natural that oranges should be sold from pagodas and nudists should drape American flags in back of them.

The pictures on these and the following pages show nothing of sober California. They do show that, however close Southern California may come to being an Athens of tomorrow, it certainly is a great cloud-cuckooland today.



AMERICAN FLAG AS SYMBOL: CALIFORNIA'S NO. 1 NUDIST, FLORENCE CURITT

CONTINUED ON NEXT PAGE



Exhibitionism is nurtured and cherished in Southern California, most notably in Hollywood where the movie people put on acts, and in the nudist camps where plain people take off their clothes. California has more nudists than any other State. It has also the most active professional nudists, the Cuckoo troupe, which exhibited itself for free a look at the San Diego fair.

Mystery delights Californians who, aided by the press of the whole country, keep Death Valley Scotty, a strange, mysterious figure. Actually, the legend about Scotty's desert mines are exaggerations. Scotty is Walter Scott. He once was a desert prospector and mine promoter. He lives now in an impressive castle built by a rich Chicago insurance man. Scotty himself is not wealthy.





Pomp and circumstance attend almost every public occasion around Hollywood where no night is complete unless lighted up by batteries of big searchlights. All openings, whether of million-dollar movies or of corner cigar stores, are considered important enough to celebrate with floodlights. The scene above is no extraordinary event, simply a routine birthday sale at Sears, Roebuck.

Fandangoes and salami were offered cheek by jowl at the opening (cheer) of Rancho Pico, a super-market in Los Angeles. Super-markets, fearing that their customers have become too jaded to be attracted by conventional searchlight displays, now put on floor shows with their weekend sales. The Otto K. Olesen Illuminating Co., which supplies the searchlights, also produces the floor shows.



CONTINUED ON NEXT PAGE

CALIFORNIA'S DEEP DESIRE FOR POPULATION FILLED THE LAND WITH ODD & ECCENTRIC FOLK

California's oddness is not native. Only one out of ten Southern Californians were born in the State. But California has only itself and its climate to blame for the presence of oddities. It has always campaigned, deliberately, for a big population.

In the 1880's, first efforts were made to fill Southern California with a population. The land was advertised as an El Dorado, a last frontier. Railroads cut rates so viciously that on one day in 1887 fare from the Mississippi to Los Angeles was \$1. An incredible real-estate boom followed. In 1888 it burst, a disheartened peace settled over the land.

Then the Los Angeles Chamber of Commerce went after a population. Largely, it went after Midwest farmers. They came eagerly but with them were failures who expected a second chance, and the simple-minded, who believed real-estate promoters.

Old people were urged to come to California to end their days. They came but, with nothing to do, they developed a tendency to go to pieces. In their idle minds, cultists and faddists and politicians found it easy to work mischief. The sick and the infirm were told that California was the ideal place for them. They came and after them came quacks and faith healers.

At almost every large midwest camp meeting or religious convention, some Californian would appear to persuade believers to set up a colony in California. Many groups came *en masse* only to find that in California their discipline was dissipated. Followers fell away, trailing after day-to-day messiahs or setting themselves up in small cults of their own.

California's mild and cherished climate is ill-suited to settlers from more rigorous lands. Under the benign sun, they grow lax and almost hysterical. The compulsions which hold them in the grooves of convention seem to vanish. Californians protest with complete justice that there is a big majority of hard-headed citizens who rise up whenever something silly becomes threatening and squelch it—as the hard-heads did on Election Day to the \$30-every-Thursday crowd. But in daily life the people ignore, tolerate, even encourage the abounding absurdities.



Peter the Hermit, formerly Peter Howard of Chicago, is one of the many hermits who live in wooden shacks in the hills around

Hollywood. Peter likes to be close to nature. His only companions are a burro, a herd of goats and a dozen greyhounds.



Jack ("F.D.R.") Young was once told that he looked like Franklin Roosevelt. Now he rides around looking like F.D.R. and having his picture taken.



Dr. Newman, another Hollywood hermit, is the prophet and lone member of his own cult. Newman lives in a tree.



Curator of his own Pony Express Museum at Arcadia is W. P. Lyon who collects coaches, tomahawks, hobby-horses.



Herman the Hermit, whose name is Harry Hermann, attracts only mild interest when he trots down the streets of Los Angeles.

Herman hates clothing. Occasionally the police arrest him for scanty dress, but let him off lightly. He lives in Laurel Canyon.



An old Shakespearean, Luke Cosgrave gives readings with or without an audience. Here on a beach he plays Richard II.



Graphologists, palmists, seers, astrologists, fortune-tellers, phrenologists et al. are kept busy analyzing and foretelling.



Duke of Hollywood is an elite bootblack who wears top hat and crimson-lined cape to work.



Idaho Bill, wealthy rancher, rides around Los Angeles sporting guns, buffalo hides, \$1,000 bills. He went East last July with \$70,000 to help out Hope Dare.



A dead dog is often buried with all the trappings and sentiment given humans. Pet cemeteries prosper in California.

CUCUCULAND (continued)

MYSTICS, A HOLY CITY, AND FADDISTS IN A TREE

The pictures on these pages do not present all the curious facts about Southern California. There are innumerable others. In a big Hollywood hotel this summer, the restaurant floor shows began at 12 noon. California has more auto accidents than any other State, Southern California more pets per capita than any other region. It makes a great publicized fanfare over funerals, employing big neon signs and much-advertised cemeteries. Though the land is exceedingly fertile, the people who inhabit it are not. California has the lowest and most swiftly declining birth rate in the U. S. It has the smallest families (average: 2.39 people) and the least fecund females (average: .41 children).

An emphatic exception to this last fact is Mrs. St. Louis Estes of Hollywood, wife of Dr. St. Louis Estes. The doctor is 73 years old. In 16 years of married life, he and Mrs. Estes have had 11 children, the youngest of whom is 18 months old. They are shown on the opposite page. The boys are all called St. Louis Estes. The girls have no names because the Estes think names are unimportant. The family lives on raw fruit, raw vegetables and nuts, for Dr. Estes is a very successful food faddist who has grown rich by telling people to eat as he does. It was natural that Dr. Estes should settle in Southern California, whose residents are eager patrons of faddists.

It also seems entirely natural that the mysterious and non-communicative Rosieruscians should build their temple (left) in Southern California which is so crowded with cults, orders and religions that some of them spill over into the northern part of the State, like the Holy City run by "Father" W. E. Riker (below). Father Riker leads a cult of a few dozen elderly people who live in a colony in the Santa Clara hills. He preaches gentile supremacy, maintains that he has evolved the "perfect government" and offers \$25,000 to anyone who can prove to his satisfaction that his system isn't perfect. It is interesting to note that while most U. S. cults start in New York, almost all of them wind up in California.



The Rosieruscians, who say they stem from Egyptian mystics, built their temple at San Jose. From the temple of the

order, whose philosophy and purpose are obscure, metaphysical vibrations go out to Rosieruscians all over the country.

The Holy City of W. E. Riker is placed right on a State highway near San Francisco with a provocative sign and a row of Santa Clauses set up to lure passers-by into the City.



In the City is a collection of tiny churches. Visitors are invited to peep into them, get an electric shock when they do. Holy Citizens live by bottling and selling ginger ale.





ICKES, THE

by JOSEPH ALSOP



Fitzpatrick in the
St. Louis Post-Dispatch

"ANYBODY ELSE?"

THE BATTLING SECRETARY CLEANS UP ON BUSINESS, PRESS, BIGOTRY, COURTS, FASCISM

Big question after Nov. 8: what will now happen to the New Deal's thunder-on-the-left? LIFE presents herewith a Close-Up of the No. 1 thunderer.

The present form of the United States Housing Administration, which has the vital duty of clearing America's slums, is solely attributable to one of Secretary of the Interior Harold L. Ickes' bad nights. The night occurred about a year ago, when Senator Robert F. Wagner of New York was finishing his fight for an effective housing act. Public housing, as managed by Ickes' PWA, had been a slow business. Although Ickes had told the apologetic Senator that it was a "kick in the face," Wagner was determined to have his act administered by an independent, five-man board. And at the close of the Senate's first afternoon of voting on amendments, it seemed he would have his way. Edward Foley, PWA general counsel, who had been watching events on the Hill, telephoned the news to Ickes.

"They're going to take housing away from you without so much as a by your leave," said Foley.

"I don't give a damn," replied Ickes, resignedly.

The Ickes talent for manly resignation is pretty slender, however. He nursed his wounded feelings through an evening of pattering over his stamp collection, books on dahlias, and the other hobbies with which he amuses his leisure on his Maryland farm. Once in bed, however, he started thinking about housing. He rearranged the bedclothes. He counted sheep. He drank water. But he could not forget his grievance. As he pondered it, he grew angrier and angrier, until he was roaring aloud with solitary rage as the



At 19 he was president of the senior class at high school (above). Later he was on the track team at the University of Chicago.



As a young reformer he campaigned for clean-up mayors in Chicago, in 1912 was leading the Bull Moose forces there.



The first Mrs. Ickes, rich and Republican, made her husband financially free to fight for unpopular political causes.

MAN OF WRATH

and ROBERT KINTNER

dawn palely lighted his windows. He roused poor Foley at an inhuman hour, and by 8 a.m. he was at his office, reviewing names of malleable Senators with his subordinate. With two score names listed, he seized the telephone. His voice carried the fearsome authority of a distributor of projects. That afternoon the Senate reversed itself, publicly humiliating Wagner, rejecting the five-man independent board, and lodging housing in Interior with a single administrator responsible to the Secretary.

The little incident reveals much about the odddest personality in the New Deal. Harold Ickes is always trying to be resigned and philosophic, and in his private life he succeeds fairly well. With Foley, Tom Corcoran, Ben Cohen, Harry Hopkins and his five or six other intimates, he is positively genial. He is good company, a talker at once salty and mellow. He likes to play the host, to show off his crotchets, to relax with friends. He even has a surprising gift of kindly sympathy. When Hopkins' wife died tragically, it was at Ickes' farm that the WPA administrator spent the night before the funeral.

Yet the Ickes effort to be a nice old foxy grandpa is daily defeated by fits of righteous rage. When the Pan-American Union proposed to put up an annex, reducing the Interior building's view, his searing imprecations frightened the Union out of the project. When he was annoyed by his former Under Secretary, Charles West, he descended on West's office like avenging Nemesis, and in one hot breath dismissed West's entire office staff. He can fly into a fury about almost anything, from the incapacity of a subordinate to the injustice of the world, but big businessmen are the favorite objects of his wrath. His remarks about them have earned him his deserved reputation as the leading vituperator in American public life.

CONTINUED ON NEXT PAGE



WASHINGTON'S BUSIEST SHIRT-SLEEVE EXECUTIVE GETS A SHINE AT HIS DESK



His son Raymond worked on a CCC project. Adopted son Robert was a PWA clerk. Adopted son Wilmarth committed suicide.



Headwaters Farm, a 170-acre estate at Olney, Md., is the Ickes home. He bought it in 1937, supervised its decoration.



The second Mrs. Ickes was Jane Dahlman, 25, of Milwaukee, his daughter-in-law's sister. They married secretly last May.



The new Interior Department Building is a monument to Ickes' power and persistence. It cost \$13,000,000, covers 5½ acres, embraces scores of Government bureaus (see pictures below).



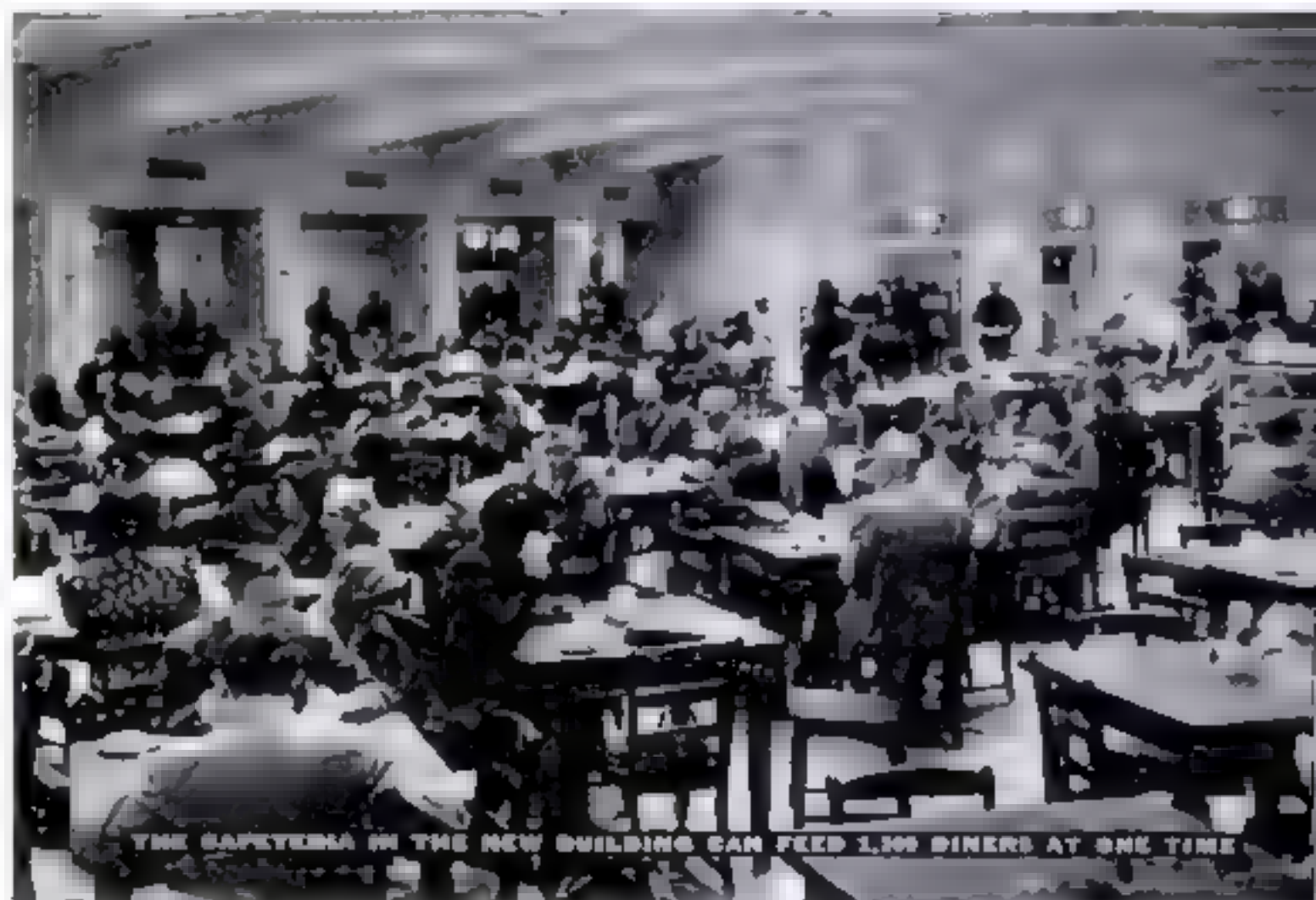
Over the great Buffalo Seal in the entrance hall of the Department of the Interior, Secretary Ickes treads each day to work, not later than 8:30 a.m. Within his vast Federal domain work 40,000 people. One of them, pretty Jeanne Kavanagh (right) is the only person who can legally sign President Roosevelt's name to documents. She signs as on 150 land patents a day. After she has signed them, they go to Raymond Jackson (beyond Miss Kavanagh), who stamps them with the official seal of the U. S. Government.

ICKES, THE MAN OF WRATH (continued)

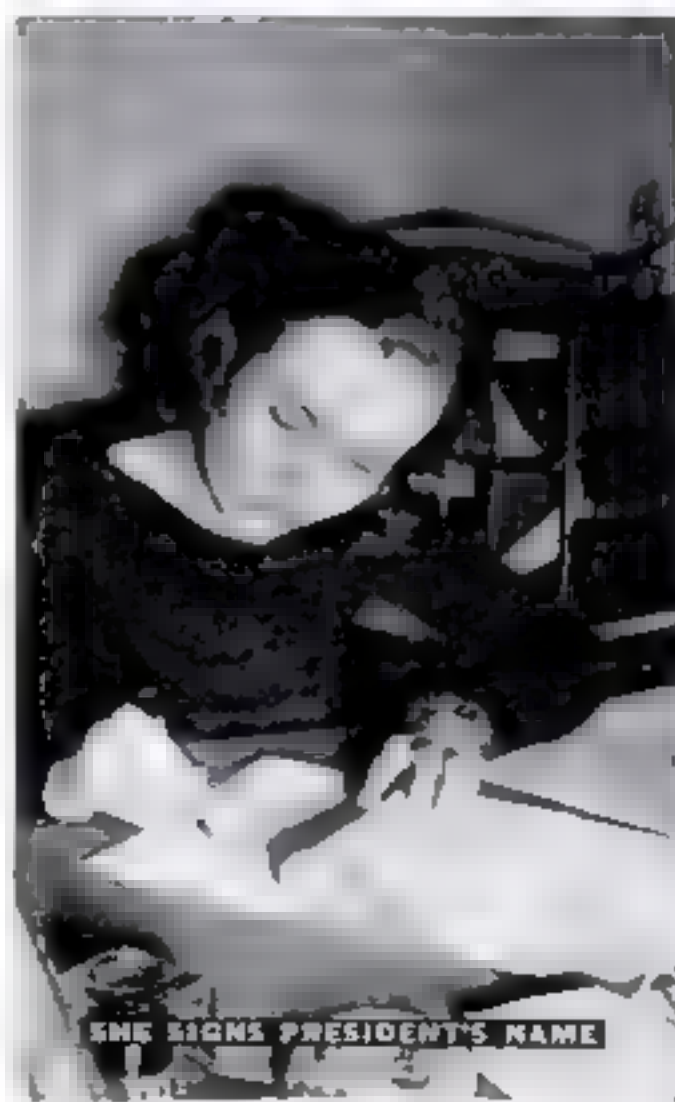
He has described big businessmen as "industrial Simon Legrees," "exploiters of the people," "dervishes of Wall Street," "worshippers of Moloch," "big business Fascists," and "moneyed aristocrats, corporate earls and ducal economic overlords." He holds the leaders of industry guilty of the commercialization of America, and he is at his most John Knoxian on the years of their gaudy glory before 1930, "when our reading was restricted to the sporting or market page; when the most serious subject of discussion was the price of bootleg liquor; when our jaded nerves failed to respond to any less powerful stimulus than the throbbing sounds relayed to us out of the depths of the African jungle." His feud with big business is also motivated by serious



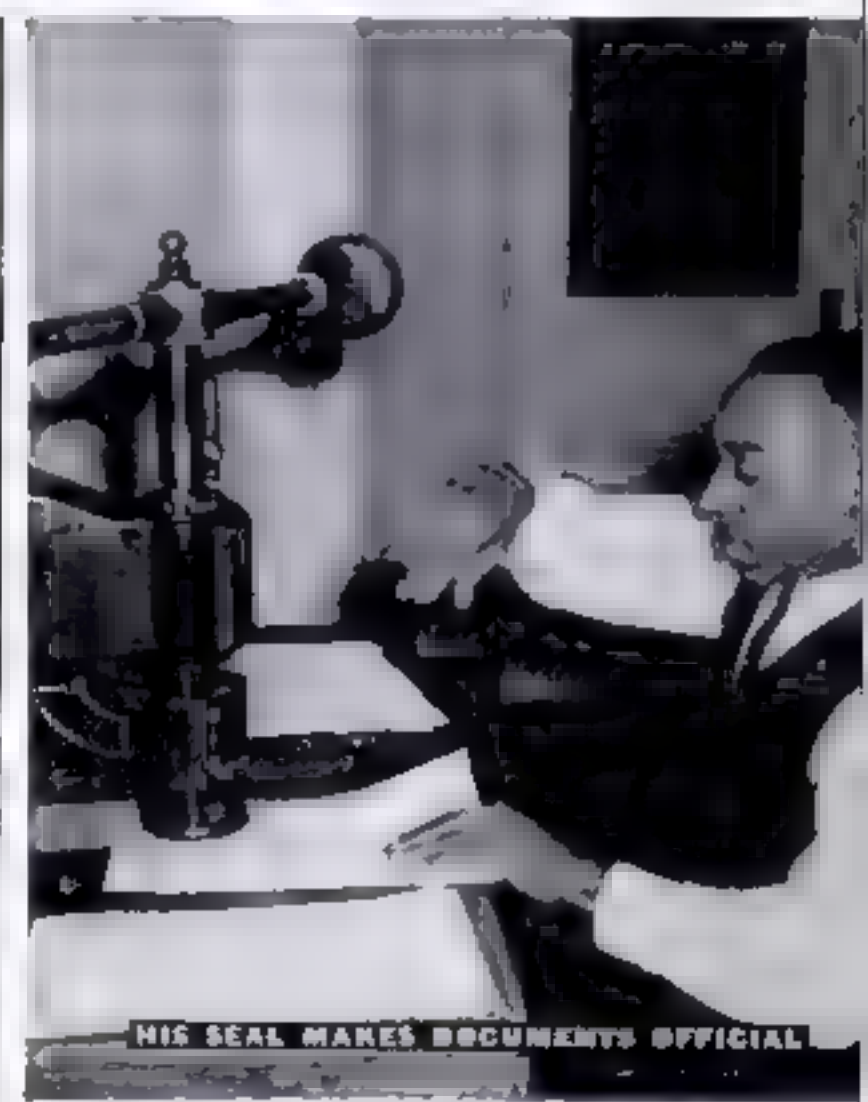
DEPARTMENT ADVISERS DISCUSS PWA AROUND ICKES' DESK, CLUTTERED WITH BUSINESS



THE CAFETERIA IN THE NEW BUILDING CAN FEED 1,500 DINERS AT ONE TIME



SHE SIGNS PRESIDENT'S NAME



HIS SEAL MAKES DOCUMENTS OFFICIAL

politico-economic convictions, holdovers from Bull Moose Progressivism, which he buttresses with innumerable quotations from such queerly assorted thinkers as Daniel Webster and De Tocqueville. His central thought is best expressed in a passage from Grover Cleveland. He has used it again and again:

Communism is a hateful thing—but the communism of combined wealth and capital, the outgrowth of cupidity and selfishness, which insidiously undermines the justice and integrity of free institutions, is not less dangerous than the communism of oppressed poverty and toil."

As he always gives a lively performance, Ickes is, after the President and Jim Farley, the New Deal's most called-for orator. But he is much more than a mere terrible tempered Mr. Bang with foxxy grandpa interludes. Besides administering one of the most far-flung departments in

the government, he is probably the greatest builder the world has ever seen. Hopkins uses more money but Ickes, who doesn't employ relief labor and has a very Scotch attitude towards a dollar, gets more results. Last spring his PWA was given another billion or so, and when its present allocations have been matched by States and municipalities, it will have been responsible for the expenditure of \$3,708,480,162 for everything from dams to sidewalks. Four of Ickes' biggest projects—Columbia Basin (Grand Coulee project), Boulder Dam, All-American Canal and Key West Highway—cost together \$560,000,000 or more than enough to build the Panama Canal.

Then there are traces of Louis XIV in the President, and Ickes has enjoyed the good fortune of the Duc d'Antin, who superintended Louis' building and made himself a royal favorite while discussing improvements at Versailles. Ickes sees the President once or twice a week on PWA

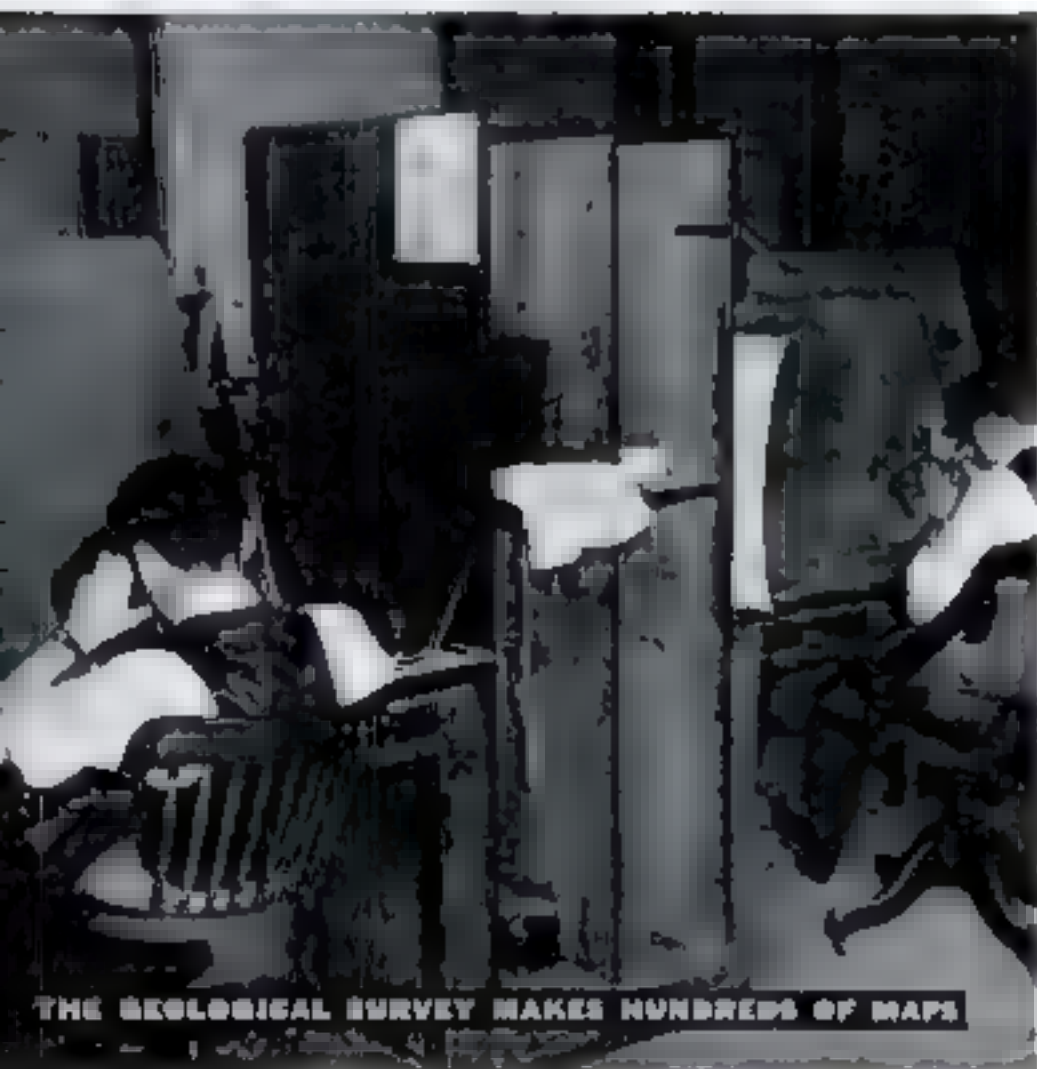
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TWO FEATHERED INDIAN CHIEFS WAIT IN THE OFFICE OF INDIAN AFFAIRS



THE SENATE RAISED A RUMPUS OVER "LUXURIOUS" SUITE IN ICKES' OFFICE



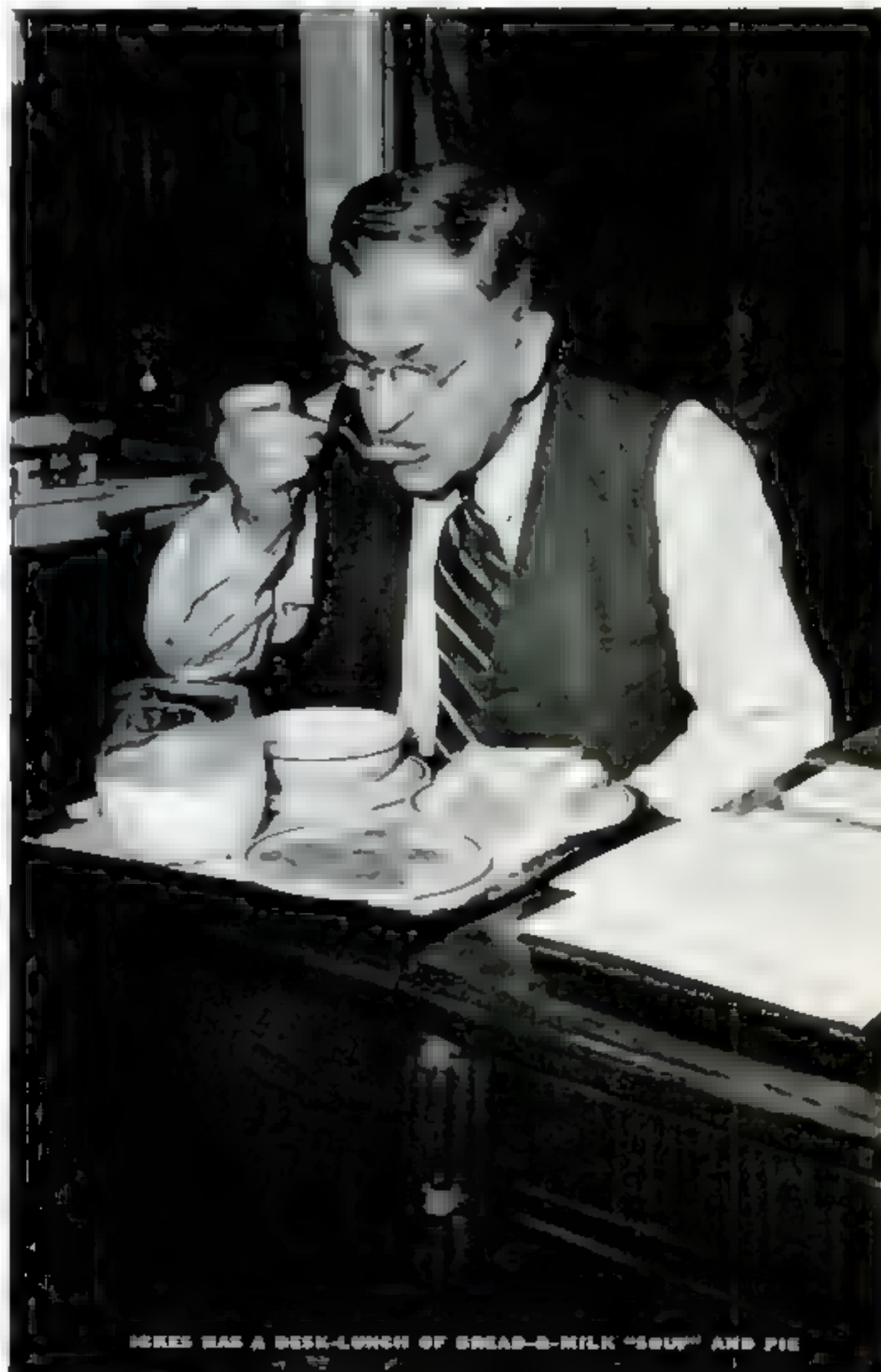
THE GEOLOGICAL SURVEY MAKES HUNDREDS OF MAPS



A TRAINED NURSE TENDS THE SICK



A GYM, LIBRARY, ART GALLERY AND AUDITORIUM ARE PROVIDED FOR EMPLOYEES AND VISITORS



ICKES HAS A DESK-LUNCH OF BREAD-AND-MILK "SOUP" AND PIE

SANTA RIDES AGAIN
BUT THIS XMAS WITH

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Santa is taking off this year with WINGS—A fine broadcloth collar-attached shirt in blue, gray, green, tan and white. Tailored in the best custom traditions, WINGS' collars and cuffs are made of wear-resistant AEROPLANE CLOTH* which protects all vulnerable points of wear. WINGS shirts are unconditionally guaranteed for one year and the collars and cuffs will outlive the shirt itself. What better gift could Kris Kringle bear for men this Xmas?

*AEROPLANE CLOTH—same cloth specified by U.S. Government for covering airplane wings and fuselage—exclusive with WINGS.

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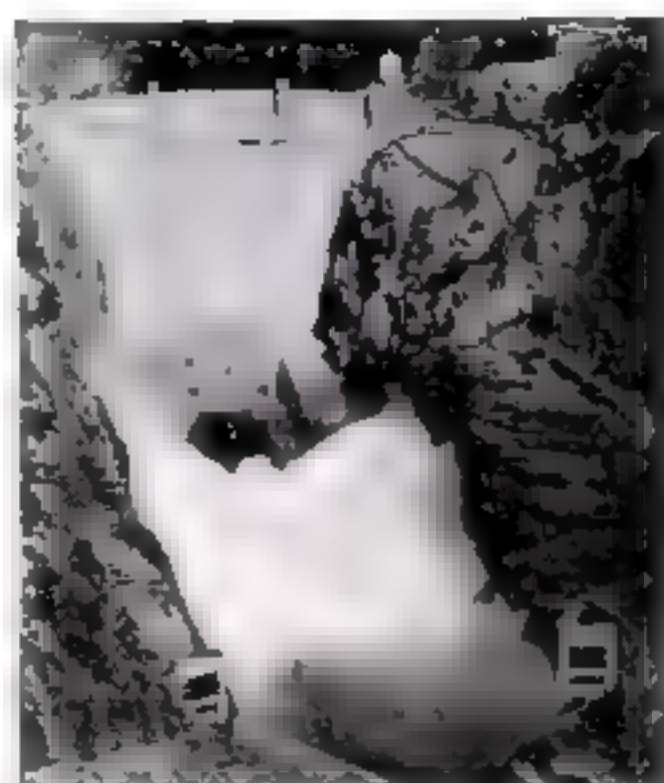
WINGS

At All Men's Dept. Stores
(Or Write for Your Nearest Dealer)

ICKES, THE MAN OF WRATH (continued)

projects. And, as the talk is rarely limited to projects, he has become one of the most important White House advisors on general policy. He and Hopkins and Corcoran form a palace junta, backing one another up, speaking together for the New Deal left wing, and leading the larger alliance of left wingers which has recently predominated in every major undertaking. While less influential than Hopkins and less active than Corcoran, Ickes is now one of the dozen most powerful men in the Government.

The story of his rise to power is an astonishing chapter of accidents. He was born in Pennsylvania in 1874, of rather humble stock (incidentally, the family pronounces the name "Ickus" not "Ickies,"



BOULDER DAM

slurring the last syllable). He went to live with an aunt in Illinois when he was 16. He worked his way through school and the University of Chicago, formed his prose style as a political writer on the crusading *Chicago Record*, and then became a lawyer. Gainful labor was never his real preoccupation, however. From his senior year in college, when he rang doorbells in John Maynard Harlan's mayoral campaign, he was continuously engaged in an angry but sadly ineffectual effort to clean up Chicago. By 1912 he was such a recognized pilot of

virtuous despair that he was named manager of Charles E. Merriam's fight for the mayoralty—a highwater mark of Cook County purity, as Merriam at least captured the Republican nomination though he lost the election. That year the rich Mrs. Anna Wilmarth Thompson divorced her professor husband and married Ickes, rendering him independent of business and the next year, Ickes reached his first apogee, as Illinois boss of the Bull Moose forces.

The year 1912 seemed to be the end of Ickes, who was (and is) essentially an oldtime muckraker-reformer-Progressive. But he differed from most of the brave army of 1912, in that his indignant rages kept him from lapsing into an easy conservatism. Through the next two decades, in increasing obscurity, he was always sputtering with fury for reform that never came. He was troublesome enough to be offered a place among Samuel Insull's retinue of lawyers, but so far as is known his only tangible achievement was keeping the ruler of Chicago out of the City Club. The sight of Insull's Chicago formed his attitude towards big Business.

Then came 1932. By a strange chance, the late Arthur Mullen, Nebraska's lobbyist-National Committeeman, persuaded Franklin Roosevelt that he could win votes by organizing Midwest Republican Progressives. At Mullen's suggestion, Ickes, the unknown and unsuccessful reformer, was chosen to do the organizing. He worked hard, and, as even reformers will, he hoped for reward when victory came. Just what reward is doubtful, for Mullen always said the Indian Commission was Ickes' highest ambition, while Ickes states he wanted to be Secretary of the Interior. At any rate, he went to Washington to get what he could. He had about given up hope, and was making his trip pay for itself in sightseeing, when he ran into Mullen in the Capitol's Senate lobby.

Hearing Ickes' troubles, the expansively friendly Mullen promised to telephone Roosevelt. As it happened, Interior had been turned down by all the pro-Roosevelt Republicans to whom it had been apportioned. Mullen's reminder of Ickes' existence seemed providential. Next day, when Ickes attended one of Ray Moley's round



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NAME _____

CONTINUED ON PAGE 51






Alcohol by vol. Italy 15.95% — Dry 18%

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*if you want dinner
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QUEENS, 2 for 25c • FANCY TALES, 15c

*First in the Social Register***ICKES, THE MAN OF WRATH** (continued)

tables at Roosevelt's house in New York, Roosevelt kept him on after the meeting and tentatively offered him Interior. The offer was confirmed the same evening, when the trembling Ickes called after dinner, found Frances Perkins with the President-elect, and was gaily introduced to her—"I'd like the Secretary of the Interior to meet the Secretary of Labor."

Ickes got his big job by default of other candidates and the favor of a professional lobbyist. It promptly inspired him with a passionate enthusiasm, which has not cooled to this day. The aggrandizement of his department is the great dream of his life. He talks bitterly of bureaus which Interior lost in the past. He hates Herbert Hoover, the bureaucrat who built up Commerce at Interior's expense, far more than Herbert Hoover, the conservative leader. He is always pulling strings to pillage Agriculture, and to make Interior a mighty "Department of Conservation."



GRAND COULEE DAM

"I like those characteristic names, and I keep them too." In the first years, it was virtually impossible to do any business in the Department without going through the Secretary. He worked 18 hours a day. He did without lunch for two years. He never took a vacation. His nerves got so bad that when subordinates came to him with badly prepared data, he sometimes hurled the papers in their faces. He was determined to do a good job, at whatever cost. The results were occasionally unpleasant—especially the results of his obsession that, after all his reforming years, he might not succeed in making his department meet his standards of governmental honesty.

It happened that the President's first task for Ickes was to investigate Muscle Shoals. A detective was needed. An Interior official suggested Louis R. Glavis, hero of the Ballinger scandal in the Taft regime. Ickes, although somewhat astonished that Glavis was still alive, promptly hired him. Glavis proved efficient and discreet. Then, in the hugger-mugger manner of the Roosevelt hundred days, the vast Public Works Administration was handed over to Ickes. Fearful of PWA's temptations to graft, he commissioned Glavis to establish a sort of departmental Gestapo, with hundreds of investigators and plenary powers of inquisition. The result was one of the most shocking situations ever seen in Washington. Interior and PWA officials' wires were tapped. Many believed they were shadowed and their mail was opened. Espionage was systematized and publicly assisted by such rules as one forbidding the pulling of window shades on the glass doors opening into the department corridors. Under the reign of terror, morale went to pot. Things finally got so bad that Glavis was fired and the investigation division of Interior greatly reduced. Yet Ickes still defends this aspect of his career on the ground that "I'd rather have had it than graft and corruption in PWA."

Meanwhile Ickes was also doing admirable work. His rages chiefly arise from a Scotch horror of public waste, whether by graft, exploitation or inefficiency. His special ambition is to place the national resources at the service of the whole people. Within the limits of his department, he began to fulfill his ambition. He put the Indian commission on a decent basis. He saved the remnant of public lands from uneconomic homesteading. He vastly improved the Park Service. The finished products of his PWA pleased everyone but the utilities men, who were naturally distressed, since Ickes, remembering Insull, went on the theory that a slightly wasteful municipal power plant was better than a corrupting privately owned one.

Nevertheless, Ickes was unhappy. Besides overwork and suspicion, he was troubled by bureaucratic reverses. There was the time

CONTINUED ON PAGE 65

COOK'S Imperial AMERICAN Champagne

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Fortune FOR NOVEMBER

That half-million dollar "Monopoly Committee"—will it start just another witch hunt for wicked capitalists? Or a scientific study of what makes capitalism's wheels go round? You can judge for yourself when you read *So-Called Monopoly Committee* in *FORTUNE* for November—an issue in which you will also find:

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Dr. William Moulton Marston

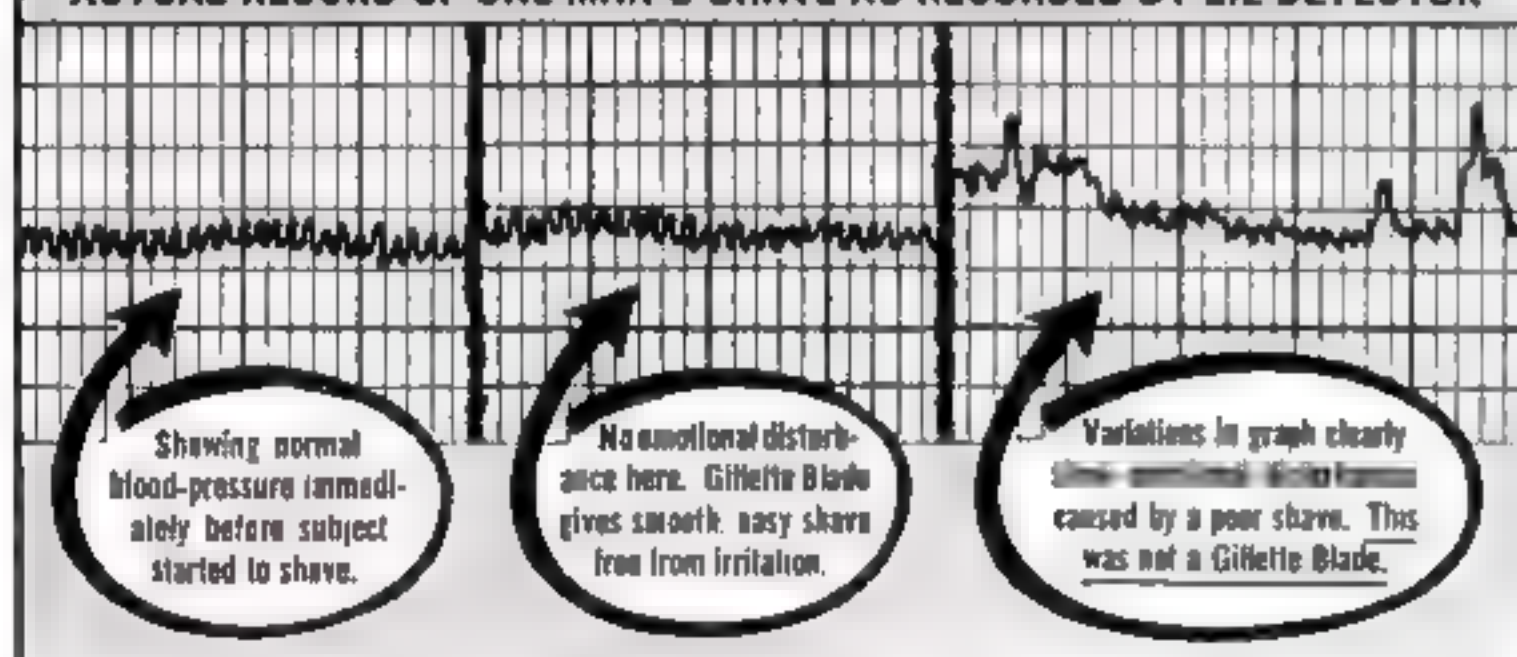
Results Are Amazing

Now, men, here are the facts. The Gillette Blade is proved superior in every respect to various blades competitively tested. You get shaves that are: (1) Easier. (2) Faster. (3) Free from emotional disturbances that can upset and irritate you for hours to come.

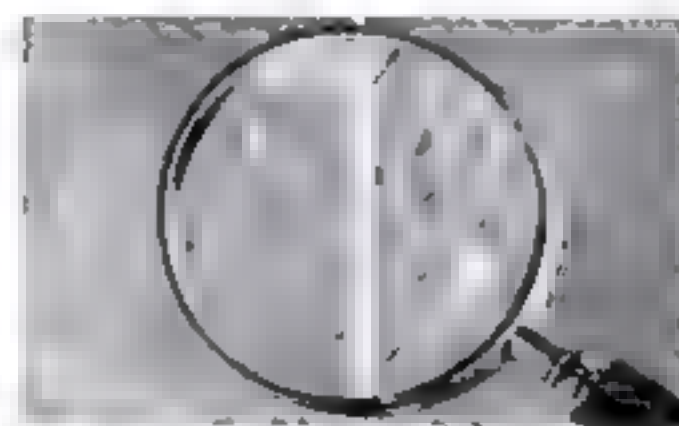
Read the whole story. Weigh the evidence. Then see for yourself. Try the Gillette Blade and learn what a big difference it makes when you shave with a blade that's precision-built to fit your razor exactly.



ACTUAL RECORD OF ONE MAN'S SHAVE AS RECORDED BY LIE DETECTOR



9 OUT OF 10 MEN TESTED BY DR. MARSTON EXPRESS PREFERENCE FOR GILLETTE BLADES. Not knowing which blade is which, each subject shaves one side of his face with a Gillette Blade... the other with a blade of competitive manufacture, while the Lie Detector accurately charts the reactions. In more than 9 out of every 10 cases, the shaver chooses Gillette as the superior blade. At the same time the Lie Detector proves this blade is far easier on the face.



DR. MARSTON PROVES CONCLUSIVELY that a Gillette Blade is easier on your face and shaves you in much less time. The critical eye of the camera reveals that this blade also gives you a much cleaner shave. Shown above (left) is a section of a man's face shaved with a Gillette Blade in a Gillette Razor. (right) another section shaved by another method. Now decide for yourself which gives the clean, close, long-lasting shave you want.

GILLETTE'S NEW BRUSHLESS SHAVING CREAM is better in five ways! (1) Softens whiskers double quick, (2) soothes the skin, (3) stays moist on your face, (4) speeds shaving and (5) never clogs razor or drains! Men say it is the finest shaving cream they have ever tried. You'll like it, too. Ask your dealer for Gillette Brushless—made with peanut oil. A large tube costs only 25¢!

ATTENTION! CONSUMER ORGANIZATIONS AND MEN EVERYWHERE

Dr. William Moulton Marston's scientific shaving tests are being conducted to reveal the truth about razor-blade quality. Gillette invites consumer organizations and individuals to observe—and participate in—this research. Address your inquiries to Gillette Safety Razor Company, Boston, Mass.

Now Let Dr. Marston Give You the Benefit of this Sweeping Investigation

"In conducting exhaustive shaving tests for Gillette I have discovered that the quality of a man's shave has a marked effect upon his mood and general attitude for hours to come. I cannot too strongly emphasize the psychological importance of this.

Bad Shaves Upset Nerves!

"Many subjects who came to me in a cheerful frame of mind actually went out grouchy and irritable because they had shaved one side of their faces with inferior razor blades. This shows how vital it really is to use the best blades obtainable. The results of my study make it possible for me to state flatly... and back my statement with positive proof... that Gillette Blades are far superior in every respect to competitive blades tested."

Gillette

Blades



PRECISION-MADE TO FIT YOUR GILLETTE RAZOR EXACTLY



A GIFT of MAGIC LUXURY At Half the Price You'd Expect!

HOLLYWOOD dramatized it—movie stars glamorized it—and lucky you will idolize it! Play in it—loaf in it! You'll never tire of its luxurious comfort—its casual swagger. A Christmas gift almost too grand to give others! An unbelievable value for only... **\$3.95**

Enormous bracelet sleeves, full cut stacks that button on blouse, color fast Crown Texted rayon—pockets closed with zipper. Pin-head polka dot in Copen, Wine and Navy. Sizes 12-20. Packed in a gift box.

Ask your dealer—if he doesn't have them mail order blank below.

THE STERLING COMPANY
310 W. Monroe Street, Chicago, Ill.
Gentlemen: Please send me prepaid "Little Boy Blue" Suit at \$3.95 each. Satisfaction guaranteed.

Color _____ Name _____

Size _____ Address _____

Post office notice: charge 75¢ in C. O. D. (postage)

City _____ State _____

ICKES, THE MAN OF WRATH (continued)

when Henry Wallace and Rex Tugwell cozened him into taking his first vacation by telling him he looked dreadfully run down. The unsuspecting Ickes was hardly safe in Florida before PWA Counsel Foley was commanded to bring to the White House an order transferring the Soil Erosion Service from Interior to Agriculture. Poor Foley had to look helplessly on while the President signed the order in the presence of the two jubilant conspirators. But when Ickes learned that his pretended friends had bereft him of his beloved bureau, he first refused to recognize the order's legality, and then threatened to resign. Then in 1935, the President virtually gutted PWA, giving almost all the \$4,800,000,000 works fund to Harry Hopkins' WPA. Hopkins began promising municipalities to build the same projects free for which Ickes had just persuaded the mayors to match dollar for PWA dollar. What projects remained to him, Ickes had to submit to Hopkins, to get certification on a relief labor requirement. There were constant rows at the Tuesday afternoon Works Program meetings at the White House. In the end, Ickes again threatened to resign, forcing the President to give him a freer hand. But at the same time, he was collecting round him men even he could trust—men of the efficient Civil Service-type of Interior's present Under Secretary Harry Slattery and Assistant Secretary Ebert K. Burlew, or faithful friends like Mike Straus, chief of Ickes' press section and third in his trio of close advisers. He was becoming the oratorical shock-trooper of the administration—the man to whom Tom Corcoran, who also supplies him with material, usually turns when the President thinks a strong expression of strong views will be timely. And he was gaining ground with the President. His speeches helped him at the White House, and so did his absolute honesty, his advanced New Dealish opinions, and an obedience so unquestioning that he once tried to destroy New York's great Park Commissioner, Robert Moses, simply because the President wished to pay Moses off for dismissing Louis Howe from a public sinecure.

Today, Harold Ickes still has many enemies. He mightily enjoys being the great vituperator, but his victims call him a "hate-spewer." His unauthorized blasts against Fascist nations and his refusal to permit the export of helium to Germany have so annoyed Cordell Hull that the Secretary of State even maintained a cold silence at the Cabinet meeting after Ickes' return from his recent honeymoon, when the President and all the others were indulging in friendly horseplay. And a disagreement over Puerto Rican affairs has made trouble between him and Mrs. Roosevelt.

But Ickes' unhappy time is over. He is close to a millionaire, his first wife having died and left him her fortune. He has mastered his extreme irritability, for nerves and exhaustion gave him such a heart illness a year ago that he learned the wisdom of philosophic calm. His health is completely recovered and his second marriage, to Jane Dahlman, the charming young kinswoman who nursed him through his illness, is a very happy one. He is securely established with the President. His power is considerable, his position conspicuous, and his work both interesting and important. He feels so sure of himself that he is beginning to cherish political ambitions. Some day, after so many ignominious defeats, he would like to win an Illinois election.

Indeed, he is mellowing—so much so that his vituperative powers may be endangered. Nowadays he tends to poke fun at his own strong words, smilingly telling his audiences that he has a "weakness for that flavor of language." But he is still an amazingly lively survival from the muckraking and reforming era. His capacity for righteous rage still persists. And if you think he sometimes grows angry with the wrong people, you must admit he does it for the right reasons.



Senate opponents flayed Secretary Ickes in 1937 for his "luxurious" office bathroom. Actually it is a modest one, and is photographed for the first time on page 61.

A TROPICAL TREAT FROM

Puerto Rico



Here is the very spirit of the tropics—delicate, fragrant Don Q Rum. Delightful in a Daiquiri and other rum cocktails.

Your Guide to Good Liquors

Don Q Rum

© 1938 National Distillers Prod. Corp. Import Div. N. Y. C.

"Easy does it. GRAMPS!"



4-5-6 PICK UP STICKS

Makes the most blasé roll up his sleeves... or push back her hair... and say, "Lemme at it." It's a riot, this intriguing pick-em-up game, which is No. 1 fun starter wherever a rompish crowd rendezvous. 25c, 50c, \$1.00 at all stores. You'll like these games too...

TIDDLE TENNIS...
Table tennis with tidily winks, 50c.

TU-FANG...
Dragons, emperors, buckets of luck, \$1 and \$2.50.

BRODI...
New try-your-luck game, 50c to \$1.50.

FAN-TEL...
The fan that tells all, 25c.

If your dealer cannot supply you, order direct

O. schoenhut, Inc.
2001 E. Hagert St., Philadelphia, Pa.



OLD FORESTER

America's "Guest Whisky" ... Since 1870

by
BROWN-FORMAN

"There is nothing better in the market."

You'll discover the superb taste of Old Forester justifies this old-time, handwritten message on the label. Why

not enjoy the whisky that for almost seven decades has been associated with the finest of Kentucky whiskies?

KENTUCKY STRAIGHT BOURBON WHISKY

Bottled in Bond Under U. S. Government Supervision—100 PROOF

"By Brown-Forman" ... NOTHING FINER CAN BE SAID OF WHISKY

EARLY TIMES

*The Whisky That Made
Kentucky Whiskies Famous*

A name that is famed through the years to lovers of fine whisky. Traditionally great—at a low price. A Kentucky Straight Bourbon Whisky—90 Proof.



OLD TUCKER

4 Fine Whiskies in One

Selected for particular qualities to meet the taste of those who prefer fine blends. The straight whiskies in this product are 3 years or more old. A Blend of Straight Whiskies—90 Proof.

BROWN-FORMAN DISTILLERY COMPANY, INCORPORATED — AT LOUISVILLE IN KENTUCKY — SINCE 1870

The Greatest RADIO VALUES in CROSELEY's 17 Years

**6 TUBE
2 BAND
PUSH BUTTON
SUPERHETERODYNE**

THE "SIXER"

See Crosley dealers for other startling values. Push button radio at \$9.99; complete portable push button radio phonograph at \$21.95.

THE CROSELEY
RADIO CORP.
CINCINNATI
Ferd Crosley, Jr.
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Prices slightly higher
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\$19.99

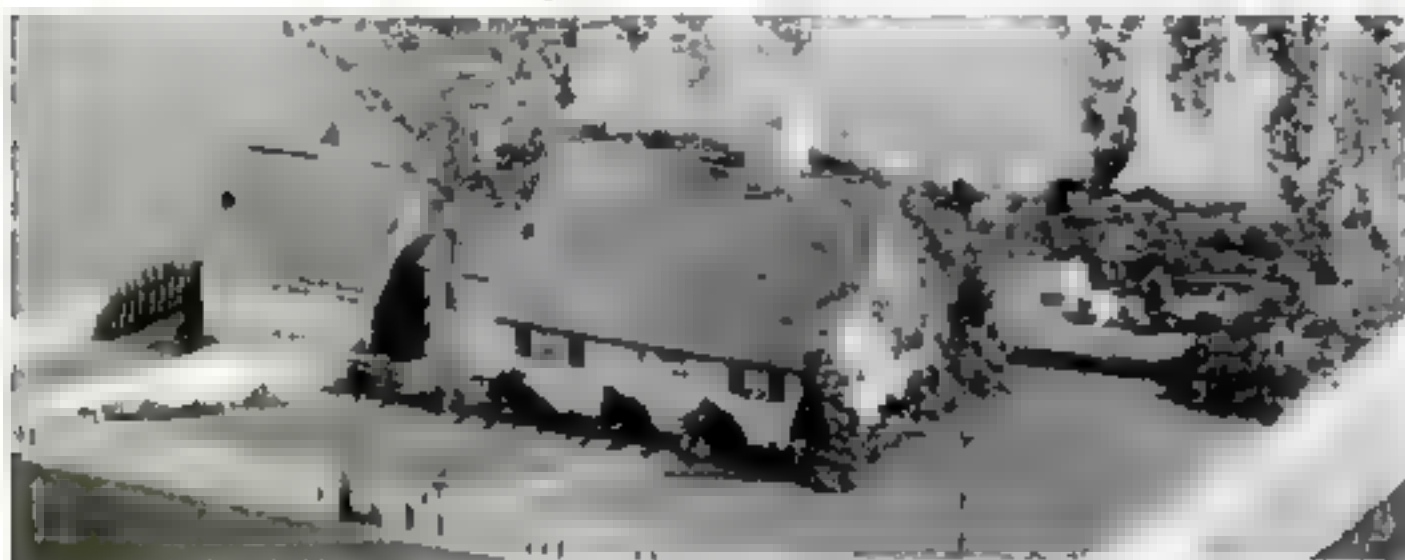


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THERE
WITH A

CROSELEY

Crosley engineers learn
much in selling WLW pro-
grams on the air to guide
them in designing radios to
take programs off the air

Scale Models of LIFE HOUSES for your table



● The M. O'Neil Co. in Akron set up this model of Architect Royal Barry Wills' "traditional" LIFE house as a display, completing it with realistic lawn, trees and fence. Stores, realtors, building supply dealers all over the country are dis-

playing these life-like models in their windows.

You can have models of your favorite LIFE houses on your own family table. Durable, handsomely colored, easily assembled, they make attractive and useful miniatures of the houses shown in the September 26 LIFE—"the 8 most loved about houses in the U. S." Each comes complete with simple instructions, accurate floor plans and silhouette furniture cutout sheets. Fascinating... and practical!

Get your model LIFE houses today. Try your pet decoration scheme—add your own landscaping and gardens. See the models at leading department stores or use this coupon.

LIFE HOUSES

330 East 2nd Street
Chicago, Ill.

Enclose \$... for LIFE model houses, each complete with floor plans and 14-in. furniture cutouts. I am checking the numbers of the houses you are to send. \$4.99 each postpaid. If models are in any way unsatisfactory, money will be refunded if I return shipment within 5 days.

☐ #1-50c ☐ #3-75c ☐ #5-\$1.00 ☐ #7-\$1.00
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Lecturer talks



Edna Riggs,
Lecturer, Los Angeles

●● Luden's are the only cough drops I know that contain an alkaline factor. They also help soothe the throat and clear the head when you have a cold. ●●

LUDEN'S MENTHOL COUGH DROPS

5¢

about
**LUDEN'S
Alkaline
Factor**

GARTERS AND SELF-SUPPORTING HOSE BATTLE FOR FAVOR WITH MEN'S LEGS

A hot three-cornered feud is raging in men's haberdashery circles. The simple controversy of whether a man without garters can be as well-groomed as a man with garters is now complicated by a third element—the self-supporting sock.

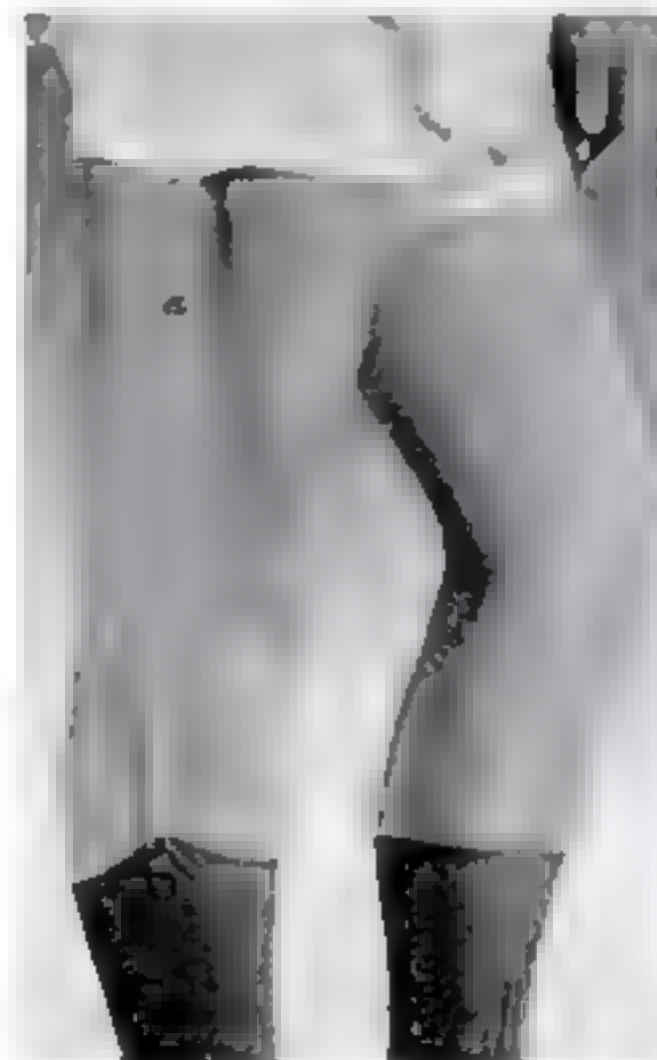
This type of sock was introduced three years ago as a short sport anklet. Now made in half-hose length, it has steadily made converts. This year the largest men's hose manufacturer in the U. S. reports that about 50% of total sales will be for socks made to stay up without benefit of garters. The hose men say the garter men are worrying.

Meanwhile the garter men keep up a bold front, crow about increased sales. They point with pride to figures showing that 80% of men now wear garters as against 60% in the sloppy ankle era (1928-32), that average annual purchases have increased from two to four pairs of garters per person. So skeptical are they of claims made for self-supporting hose that they manufacture a garter with special clasp for the self-supporting variety when it begins to wilt.

That both garter and hose manufacturers are still struggling to keep up men's hose is shown by the scores of patents annually applied for. On this and the opposite page are a few of the socks and garters now popular.



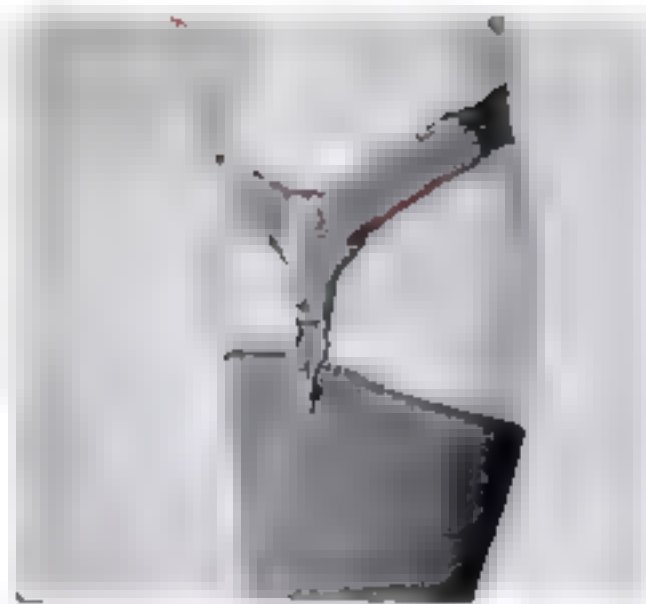
A slip-in clasp, eliminating button on which the trousers sometimes catch, features this fast-selling 3/4-in. garter. Favorite garter colors are blue, maroon and black.



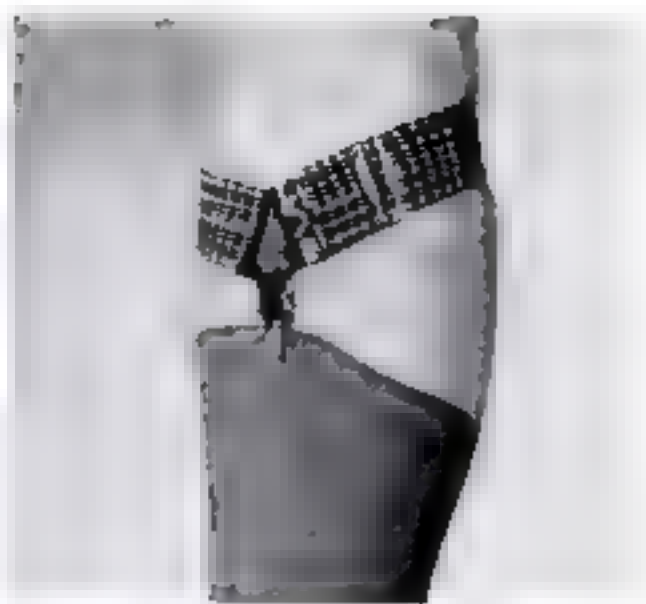
Drawers garters fasten to bottom of underwear, leave calf free from pressure.



Shirt garters with double clasps act as shirt anchor as well as hose support.



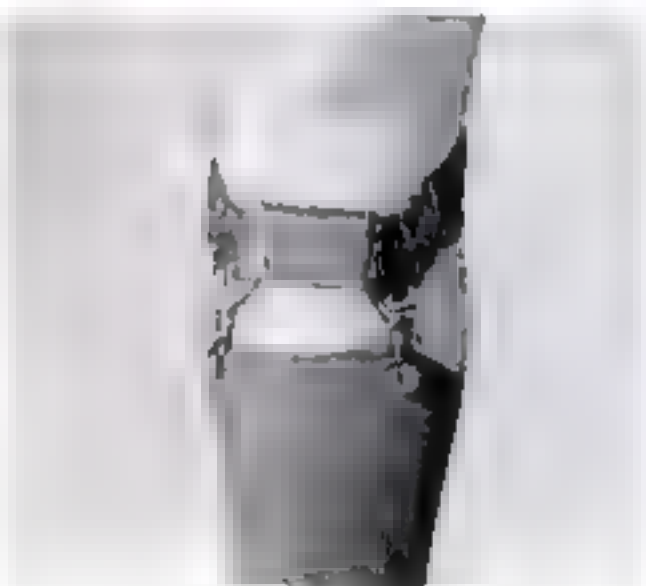
LEATHER TAB, 1/2-IN. SILK WEB



POPULAR 25¢ RAYON & COTTON WEB



FEATHERWEIGHT SCOTCH PLAID



WIDE WEAVE WITH DOUBLE GRIP



LONG STRETCH. BEST-SELLING, 50¢

THE CASE FOR THE OPPOSITION



Self-supporting anklets started vogue for hose that stay up without garters.



Regulation size half-hose with Laster in top account for 50% of hose sales.



Garter with special clasp is made to hold up "self-supporting" hose whose tops have lost their elasticity. Note how the fabric is pulled through slot for firm grip.

TRUE-or-False?

You hear many things said about coffee. True statements are often made in the same breath with silly superstitions and outworn fables. Since coffee, like air, bread, milk and sunshine, plays such an important part in your daily life you ought to know the truths about it.

WHAT'S YOUR SCORE? Put a check mark in the "true" or "false" squares below — then compare your answers with those at the end of each statement of the facts.

TO DOCTORS AND SCIENTISTS — References to the medical authorities for the following statements will be supplied on request.



COFFEE IS HABIT-FORMING.*

True? ☐ False? ☐

You hear this one often. It's an old favorite with the food-faddists, and timid souls. Coffee creates no physiological craving, as a mass of scientific findings unanimously demonstrates.

Statement in the headline above* is False.



COFFEE PUTS YOU TO SLEEP.*

True? ☐ False? ☐

Good coffee does just the opposite: it wakes you up, gives you new lift, a fresh release of energy. But . . . the beneficial pick-up lasts only two hours according to medical authorities. Drink your coffee after dinner all you want. If you're like most people, by bedtime you'll be ready to sleep like the proverbial baby.

Statement in the headline above* is False.

VOLTAIRE DRANK 72 CUPS OF COFFEE A DAY.* True? ☐ False? ☐

The great French philosopher, wit, scholar, writer, master observer and manipulator of human affairs did drink 72 cups of hot coffee daily. This was one of the greatest minds of all time.

Statement in the headline above* is True.



ATHLETES IN TRAINING DRINK COFFEE.*

True? ☐ False? ☐

Coffee enables the muscles to contract more vigorously, without any subsequent depression. In a word, to do more work with the same expenditure of energy. The same holds true of the brain. Many famous athletic coaches have coffee served at their training tables, and during strenuous contests.

Statement in the headline above* is True.

To make good coffee use enough — a heaping tablespoonful for each cup!

Copyright 1936 Pan American Coffee Bureau, 20 W. Street, New York

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.

BRAZIL • COLOMBIA • CUBA • EL SALVADOR • NICARAGUA • VENEZUELA

Life cruises the Aegean with Cecil Beaton

and a party of the Duke of Windsor's friends



MRS. FELLOWES' "SISTER ANNE"

Since Byron's time, the ultimate in swank excursions for effete British aristocrats has been a private cruise among the isles of Greece. One of the best known yachts in these waters is the white *Sister Anne* belonging to the Hon. Reginald and Mrs. Fellowes, two leading members of that international smart set whose idols are the Duke and Duchess of Windsor. Daisy Fellowes, a granddaughter of Inventor Isambard Singer, writes slightly risqué novels, has been called the "best-dressed woman in the world" almost as often as Mrs. Harrison Williams, and gives elaborate parties. The Hon. Reginald can seldom attend, since he works in Paris as a banker with Barclays.

In July the *Sister Anne* sailed for a month's cruise in the Aegean. In the party were Mrs. Fellowes and her 17-year-old daughter Rosamund, Lord Alwynt, a cousin, Count Armand de Rochefoucauld, Parisian playboy, the Hon. David Herbert, an interior-decorating son of the Earl of Pembroke, who was at one time assistant to Theatrical Producer John Wilson, and Cecil Beaton, famed society photographer. Beaton is on temporary exile from New York after being discharged by *Vogue* for gravely insulting the Jewish race on a page-finder sketch. On these pages is Beaton's record of the *Sister Anne* cruise.

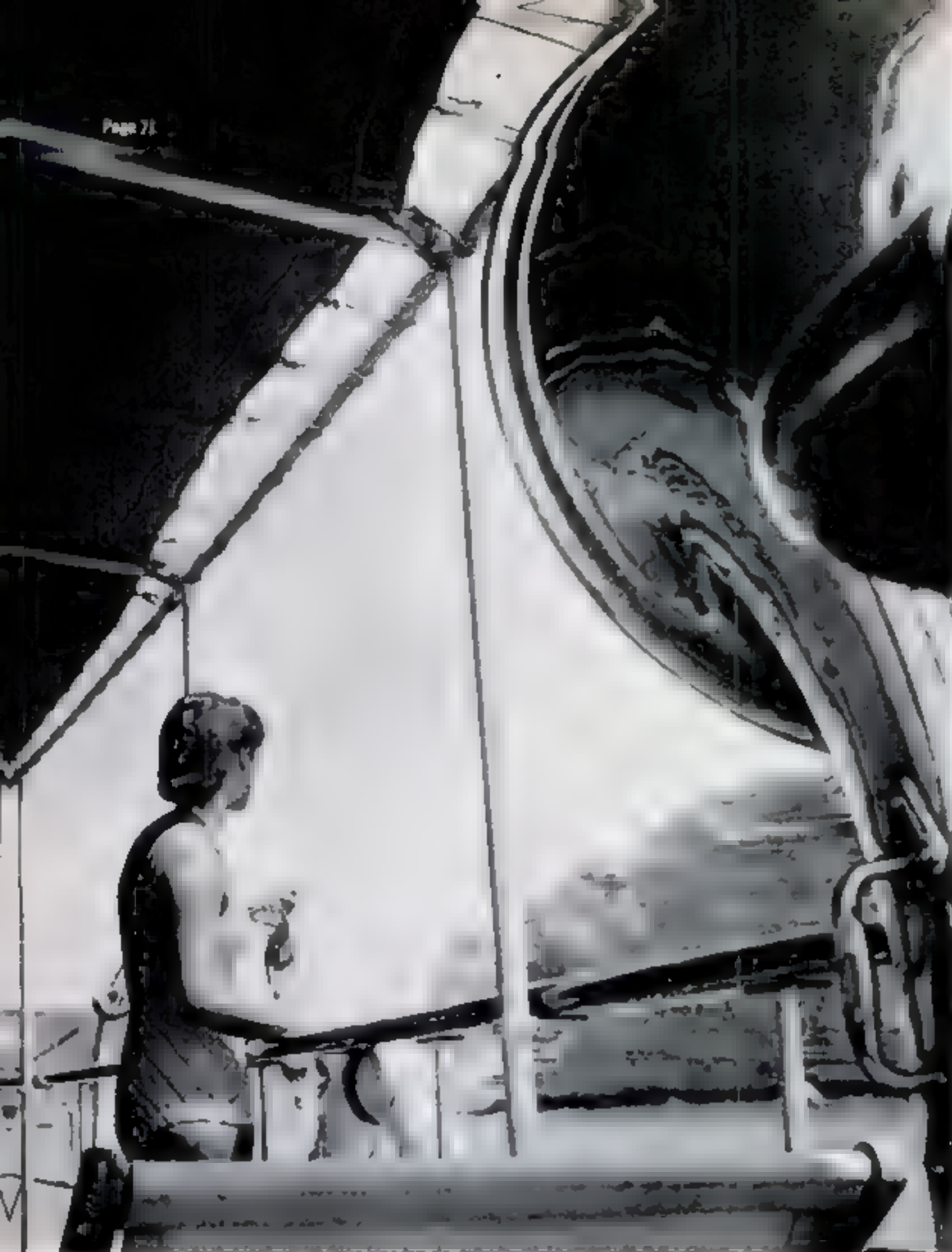
Cecil Beaton poses languidly on an Athenian wall with the Parthenon for a background. Sensitive about thinning hair, Mr. Beaton has penciled in additional wind-blown locks.



Maxine Elliott, famed New York actress of the 1930's (*The Madhatter*, *Two Gentlemen from Verona*, *Her Own Way*), gave a farewell party for the cruise at her elaborate villa in Cannes.

Rosamund Fellowes, against the carved towers and balconies of ancient Malta harbor. Already one of the prettiest girls on the Riviera, she will make her London debut in 1939.





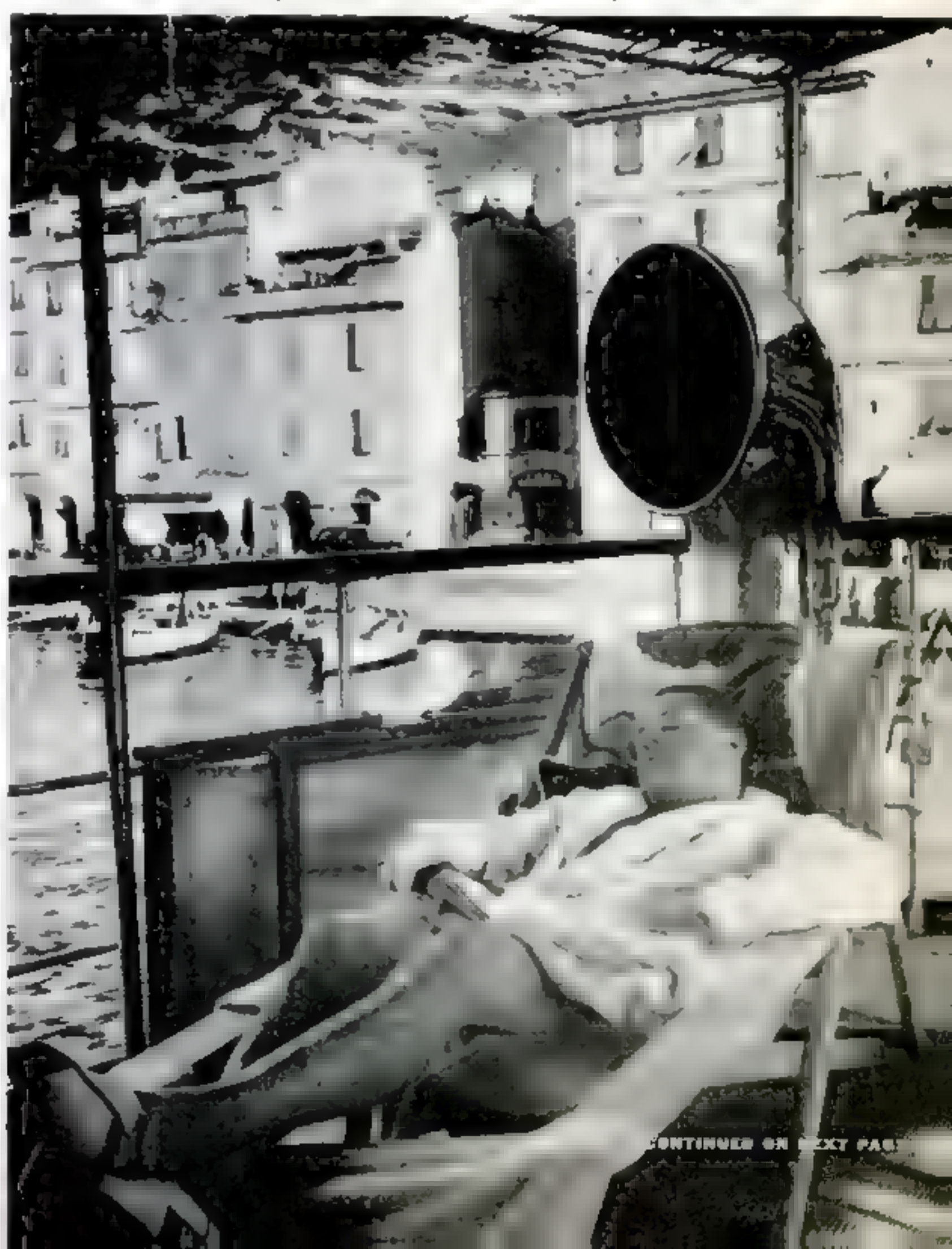
Approaching Corsica, Rosemund Fellowes stands by the rail as the *Sister Anne* noses through the straits of Bonifacio. Later they all visited Napoleon's birthplace at Ajaccio.

The Hon. David Herbert (left) and Count Armand de La Rochefoucauld had great fun in Bonifacio's main street with these three Corsican dummies. In foreground, pants on special sale.



Mrs. Reginald Fellowes (left) looks to the kindly camera of Cecil Bentor, young enough to be her own daughter's sister. They are looking into the *Sister Anne's* patched cabin.

Count Armand de La Rochefoucauld relaxes with a neglected French novel after lunch in Bonifacio's harbor. Note map of the Eastern Mediterranean on pillow behind his head.



SURPRISE!



So smart...and so light and small! Weighs only 9 pounds, and tucks away anywhere!

SURPRISE!



So sturdy...and so complete! Four-bank keyboard, 84 characters, back spacer... a real typewriter!

SURPRISE!



So low in price! School children can really afford it... only 70¢ a week, plus small down payment. See this amazing new portable, and you will be surprised!

CORONA Zephyr



ONLY
\$29⁷⁵

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Desk 11, 171 Almond Street, Syracuse, N. Y.
I'm thinking of buying a Zephyr. Please
mail free leaflet.

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Aegean Cruise (continued)



At Broussa, a town near Istanbul (Constantinople), Rosamund Fellowes and David Herbert went for a ride in this gaily decorated wagon. Notice the Istanbul license plate on the wagon which they hired for their excursion trips inland while on shore.



Achmed II's horse is buried in this unkempt Turkish cemetery. No conqueror, Achmed II was defeated by Hungarians and Venetians in his four-year reign (1691-95).

A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MAN IN 7
WHO SHAVES DAILY

It's Not a SOAP... Not
Greasy... Needs No
Brush... No Irritating
Alkalies

Daily shaving leaves many men's faces raw and sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition, Williams has now developed a special cream for daily shavers. It's called Glider. After washing face thoroughly with soap and warm water to remove razor-dulling grit, you spread on Glider quickly and easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture is contained in this rich, smooth cream. It softens each whisker right down to the skin, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin without tearing or irritating.

TRY GLIDER AT OUR EXPENSE:
Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-15, Glastonbury, Conn., makers of Glider and Aqua Velva, who have been making fine shaving preparations for more than 98 years.

Offer good in U.S.A. and Canada only



NO JOKE

A cough due to a cold is no joke. Get Smith Brothers Cough Drops. (Black or Menthol.) Cost only 5¢ — yet they're a real cough medicine.

Smith Bros. Cough Drops are
the only drops containing

VITAMIN A

This is the vitamin that raises the resistance of the mucous membranes of the nose and throat to cold infections.

TEACHER'S

Perfection of Blended
SCOTCH WHISKY



Teacher's familiar bouquet offers a tangy, typically Autumnal goodness. Men express a preference for Teacher's smoothness, its hearty—but not heavy—taste.

Made Since 1830 by
Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS:
Schieffelin & Co., NEW YORK CITY
IMPORTERS SINCE 1794



Cecil Beaton gingerly puffs a Turkish hookah (water pipe) in an Istanbul cafe in a weird light reflected from the bright table top. This week he is publishing his impressions of America in an elaborately illustrated book, *Cecil Beaton's New York*.



Another self-portrait in the exotic Beaton style is achieved by squinting down a companionway through his own legs. No one bothered to dress formally on the trip.

NEW KIND OF LUGGAGE

Amazes Thousands in
Dramatic Demonstration



1 NEW SHAPE . . . NEW MATERIAL . . .
Graceful modern lines conform to body contour for easy carrying! Not leather—not canvas, not metal—it's SAMSONITE! Richer, more luxurious in appearance.

2 NEW STRENGTH! Stand on, kick, bang around Samsonite—it's TOUGH!



3 NEW SCUFF RESISTANCE!
Coin test proves Samsonite takes abuse that would cut ordinary luggage!

Only SAMSONITE Has So Many Outstanding Features!

★ The striking beauty of Samsonite is matched by its many features which include LIFETIME HANDLE, ELKINDE BUCK BINDING, PATENTED LOCKS, FULL LENGTH PIANO HINGE. And, Samsonite keeps its beauty by washing with soap and water! Samsonite is new! Revolutionary! Styled for smartness, built for sturdiness!

CHRISTMAS GIFT FEATURE!



WOMEN'S 21" WARDROBE HANGER CASE
with ample space for a dozen dresses and all accessories. Luxuriously finished. Brocade jacquard lining. Gift feature at \$22.50

8 STYLES IN CREAM OR BROWN	
Women's 18" Overnight Case	\$10.00
Women's 21" Overnight Case	11.50
Women's 24" Overnight Case	13.00
Men's and Women's 26" Pullman Case	15.00
Women's 18" Shoe and Hatbox	20.00
Women's 21" Wardrobe Hanger Case	22.50
Men's 25" Two-Suit Hanger Case	22.50
Men's and Women's 29" Wardrobe	27.50

At Your Dealer's or Order Direct specifying model and color (natural cream or rich brown). Shipped prepaid in U. S. Every bag guaranteed. SHWAYDER BROS., INC., Dept. R-151, Denver, Colorado; Detroit, Michigan.

SAMSONITE
Streamlite
LUGGAGE

THANKSGIVING-
time for pictures!

Get good clear photos
with G-E Photo Lamps



1. PLENTY OF LIGHT to get good, clear pictures of Billy at work on a turkey leg and other happy Thanksgiving scenes indoors. With two G-E MAZDA Photoflood lamps in reflectors and super speed film, snapshots indoors are easy, even with a box camera.

2. RIGHT KIND OF LIGHT. G-E Photofloods provide a brighter, whiter light that helps modern film give you crisp, sparkling shots...the kind you love to have.



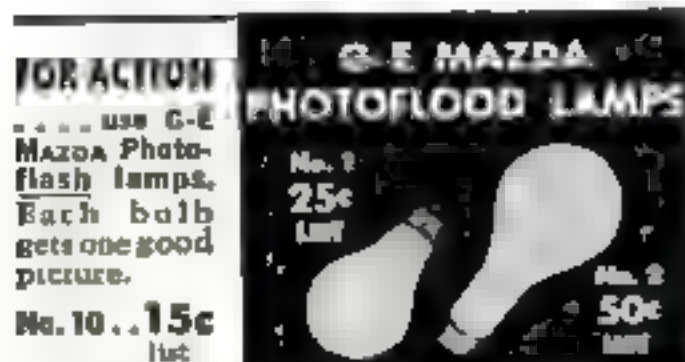
3. DOZENS OF SHOTS such as those above... with G-E Photofloods; and three times as many with No. 2 as with No. 1. Get them where you buy film. And to be sure of better pictures, look for the mark G-E.

For action, and scenes you can't retake, use G-E MAZDA Photoflash lamps.



GEORGE KARGER,
LIFE photographer
and staff member
Pix Publishing, Inc.
SAYS...

"G-E flash bulbs assure
highest quality for fast
action photography"



GENERAL ELECTRIC
MAZDA PHOTO LAMPS

PICTURES TO THE EDITORS

HAIR STANDING ON END

Sirs:

You have heard people remark that something was so horrible it would make one's hair stand on end. For years I have desired to make a picture of someone in that condition. Finally along came the "silly season" (as LIFE so aptly phrased it) and I, at wit's end for something unusual in football pictures, decided to show

a hypothetical fan in action during a tense maneuver. Taking my assistant, whose hair was as nice and long as some of the Greenwich Village boys', I stood him under a paper press that was turning at top speed and the static electricity which it developed did the rest.

HOWARD JONES

Knoxville Journal
Knoxville, Tenn.



FILIPINO DEBUTANTES

Sirs:

I am a constant reader of LIFE Magazine and I am taking the privilege to mail you incl. several photos of some of our beautiful girls in the Philippines.

At present I am the Society Photographer in Manila, having a wide experience in Art Photography with several years of stay in Chicago and Europe.

ALFRED B. MURILLO
Manila, P. I.



CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

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ESCAPE

Much of the

MISERY

OF COLDS

Use specialized medication
for nose and upper throat
...where most colds start



Helps Prevent Colds Developing—Don't wait until a miserable cold develops. At the first nasal irritation, sneeze or sniffle—put a few drops of Vicks Va-tro-nol up each nostril immediately. Used in time, Va-tro-nol helps to prevent many colds from developing.

Clears Stuffy Head, Too—Even when your head is all clogged up from a neglected cold, Va-tro-nol brings comforting relief. It quickly clears away the clogging mucus, reduces swollen membranes, helps to keep the sinuses from being blocked by the cold—lets you breathe again.

VICKS
VA-TRO-NOL

WORLD'S MOST WIDELY USED MEDICATION OF ITS KIND

STOP THAT DRAFT

**SAVE FUEL...
BE COMFORTABLE**

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A CHRISTMAS PRESENT . . .



FOR YOUR FAVORITE FAMILIES!

LIFE—appealing to young and old, to boys and girls and parents and grandparents—is almost the only Christmas gift that will be shared and looked forward to and enjoyed by the whole family.

LIFE is a Christmas present that will last and renew itself automatically every week of the new year! A big, 36-pound Christmas gift that will take every member of the family into the strange, exciting, wonderful places of the world to see and understand the big and little things that are happening in these troubled times.

Christmas gift subscriptions to LIFE will start with the Christmas issue. They will be announced to your friends on Christmas Eve by a striking, 4-page Christmas card in color with your own name as donor penned on the inside fold.



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Now—at a special reduced rate good only before the Christmas Season begins, you may enter your Christmas gift subscriptions at

\$3.50

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FOR A WHOLE YEAR OF LIFE

Your own subscription may also be entered now at this same special rate, to start immediately.

For your convenience in taking advantage of this reduced rate, an addressed postage-paid order form is bound into this issue. Mail it today—while the special rate still holds!



"Pamela, Shouldn't We Ask for Red Heart?"

● "Ever since we were weaned, I've been thinking about fish and vitamins and the figure 3; about beef and brawn and cheese and champions; about variety being the spice of life..."

"Tsk-tsk, Geoffrey! But what was it you said we should ask for?"

"Pamela, I'm talking about the Red Heart Dog Food we're old enough to be getting. They say it gives taste variety in 3 swell flavors—beef, fish, cheese; it's rich in vitamins and minerals; it supplies the nourishment we need for robust health and brawny strength. Catch on?"

(Note to readers: You catch on, don't you? Your pup is old enough for Red Heart. Give him the break he deserves. Feed him Red Heart's 3 delicious flavors in rotation and watch him thrive!) John Morrell & Co., General Offices, Ottumwa, Iowa.

Tune in Bob Becker, NBC Red Network, Sundays 1:45 P. M., E. S. T.



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For every owner of a 16mm or 8mm projector

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PICTURES TO THE EDITORS

(continued)

WOMAN'S WORK

Sirs:

Mrs. Bertha Gonder, 56, of Livingston, Mont., is the only woman engine-wiper in service in the Northern Pacific division

and perhaps in the country. Mrs. Gonder has been swabbing sooty iron horses in the roundhouse corral seven days a week for more than 20 years.

ORMAL I. SPRUNGMAN
Minneapolis, Minn.



WPA CLOWN

Sirs:

Harry ("Red") Thompson is a WPA clown. Not that he is employed for that purpose, but Thompson likes clowning and recently he "went on" WPA as a flagman.

Now he appears daily before startled and amused motorists, attired in baggy overalls, white-rimmed glasses, red nose, shaggy beard, tin star, can opener, billy club, etc.

LOU HEAD

Long Beach, Calif.



Win a Turkey Raffle?



WINNER: "I've got something to be really thankful for. Joe, set 'em up all around! We're all going to Double Our Enjoyment with a TEN HIGH or two."

FRIEND: "Now you're talking turkey!"

Want to double your enjoyment of any high-spot occasion? Then buy TEN HIGH at your favorite liquor store or bar today. Countless thousands of smart buyers know that TEN HIGH has no rough edges to mar your complete enjoyment of its doubly smooth, doubly rich bourbon taste. Nothing is left to chance in the world's largest, modern distillery. Doubly careful control assures you that TEN HIGH always pleases your discriminating palate.



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90 PROOF Hiram Walker & Sons Inc., Peoria, Illinois; Distilleries at Peoria; Walkerville, Ontario; Glasgow, Scotland

Your tired nerves need frequent relief

SCOTTIE Known variously in early Scottish history as Skye terrier, Highland, Cairn, and Scots terrier, although that dog bore no resemblance to Skyes and Cairns of today. Nicknamed the "die-hard" for stout heart and unquenchable love for sport. Extremely independent.



He's giving his
nerves
a rest...

and so
is he

LIKE humans, dogs have a complicated, highly developed set of nerves. But dogs are kinder to their nerves than we are. They rest when they need rest... while we plunge ahead with our hurry and worry—straining our nerves to keep up with the fast pace. We can't turn back to the natural life of an animal, but we *can* soothe and rest our nerves. Camel cigarettes can be your pleasant reminder to take a helpful breathing spell. Camel is so mild, with the welcome flavor of a matchless blend of costlier tobaccos. Smokers find Camel's mild tobaccos delightfully soothing—soothing—to the nerves.

Successful people advise
"Let up... *light up a Camel*"



RALPH GULDAHL (above), U.S. Open golf champion, reveals an "inside" story. "I've learned to ease up now and again—to let up... and light up a Camel. It's the little breaks in daily nerve tension that help to keep a fellow on top. Smoking a Camel gives me a grand feeling of well-being. Here is a cigarette that is actually *soothing* to my nerves!"

DID YOU KNOW:



—that tobacco plants are "topped" when they put out their seed-head! That this improves the quality of leaf? That most cigarette tobacco is harvested by "priming"—removing each leaf by hand? The Camel buyers know where the choice grades of leaf tobacco are—those that cure up nicely—the mild, ripe, fragrant tobaccos that are finer and, of course, more expensive. Camels are a matchless blend of finer, **MORE EXPENSIVE TOBACCOS**... Turkish and Domestic.

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LET UP—*LIGHT UP A CAMEL!*

Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves